ELECTRICAL SOUTH

AUGUST
1947

A Monthly Journal for
Electric Power Companies,
Electrical Contractors,
Wholesalers and Dealers.

Adv. Index Page 96
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HUNTER
FANS·

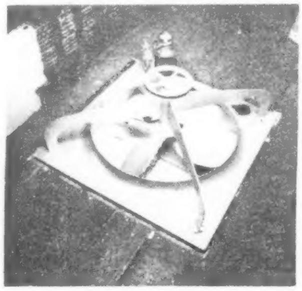
HUNTER presents its latest development in home cooling equipment — a 30-inch vertical delivery attic fan with hand-operated ceiling shutter and built-in switch — a complete package unit.

This fan offers features not incorporated in any other fan on the market.

Simple and economical to install — ideal for low attics. See your local HUNTER representative for details of this new up-to-the-minute fan.

Ceiling shutter closed

Close-up — ceiling shutter open.



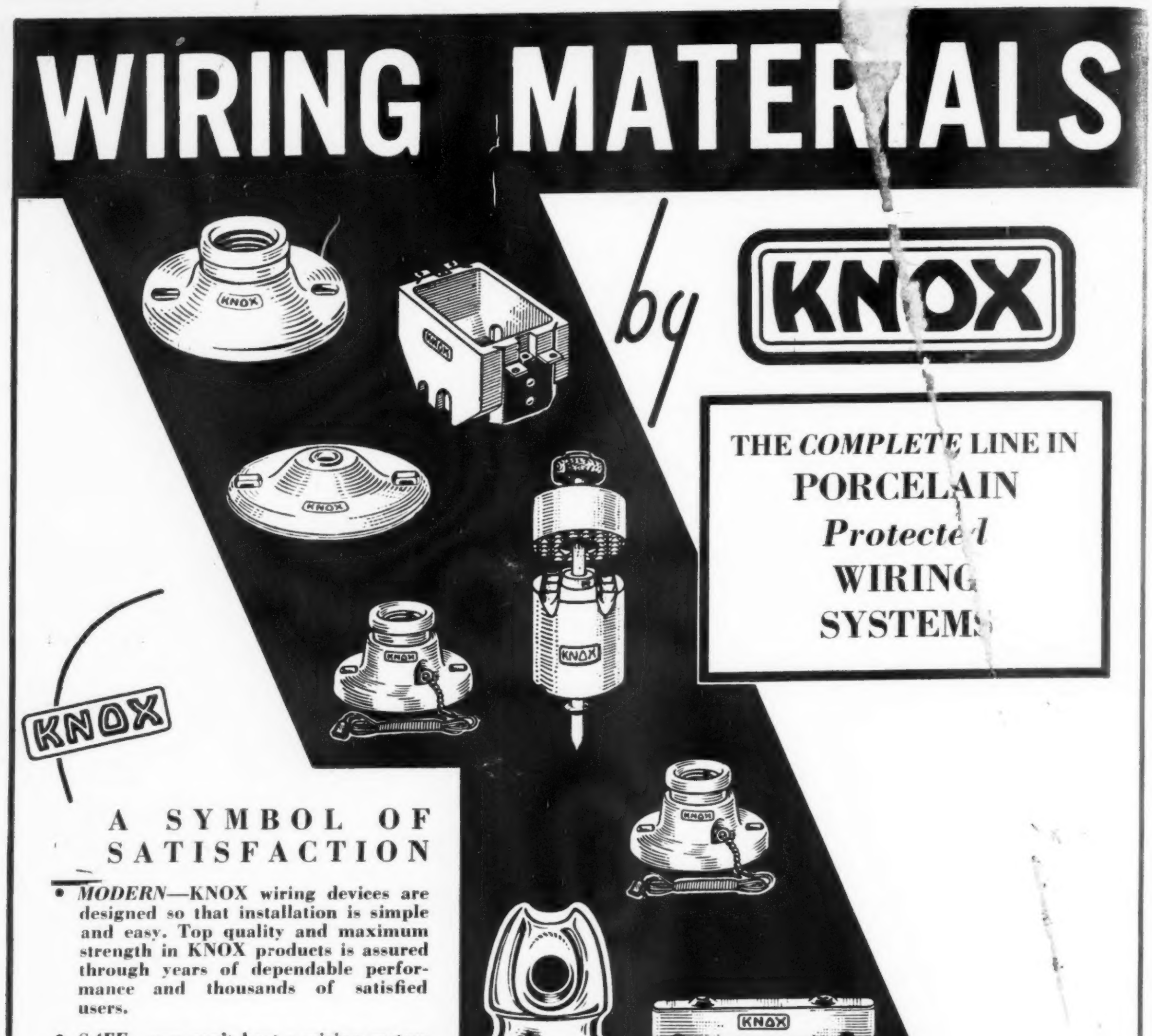
Close-up — fan installed on attic floor.

HUNTER FAN
& VENTILATING CO., INC.
General Sales Office:
400 S. FRONT ST., MEMPHIS, TENN.

EASTERN SALES OFFICE:
NEW YORK
92 WARREN ST.

WESTERN SALES OFFICE:
215 NORTH 17th STREET
ST. LOUIS, MO.

Sales Offices:
Atlanta, Chicago, Dallas, Houston, Los Angeles, Philadelphia,
Boston, Cleveland, Detroit, Kansas City, New Orleans, Pittsburgh



WIRING MATERIALS

by KNOX

THE *COMPLETE* LINE IN
PORCELAIN
Protected
WIRING
SYSTEMS

KNOX

A SYMBOL OF SATISFACTION

- *MODERN*—KNOX wiring devices are designed so that installation is simple and easy. Top quality and maximum strength in KNOX products is assured through years of dependable performance and thousands of satisfied users.
- *SAFE*—you can't beat a wiring system which specifies that all conductors be supported on porcelain insulators. KNOX short-proof, shock-proof receptacles, outlet boxes and other wiring devices are listed as standard by Underwriters Laboratories.
- *PERMANENT*—Jobs that are wired with KNOX *Porcelain* are flexible-fully adequate to meet future load increases. Alterations and additions can easily be made.
- *ECONOMICAL*—Accept no substitutes; insist on genuine rust-and corrosion resistant KNOX Porcelain Wiring Devices; they cost no more.

Specify **KNOX** *At Your Dealer's*

KNOX PORCELAIN CORPORATION
KNOXVILLE 11, TENN.

ELECTRICAL SOUTH is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A. Subscription rates, United States and Possessions, $1.00 for one year; Canada and Foreign Countries, $10.00 per year. Entered as second class matter at the postoffice, Marietta, Ga., under Act of March 3, 1879.

Volume 27 Number 8

Use them inside or OUTDOORS!

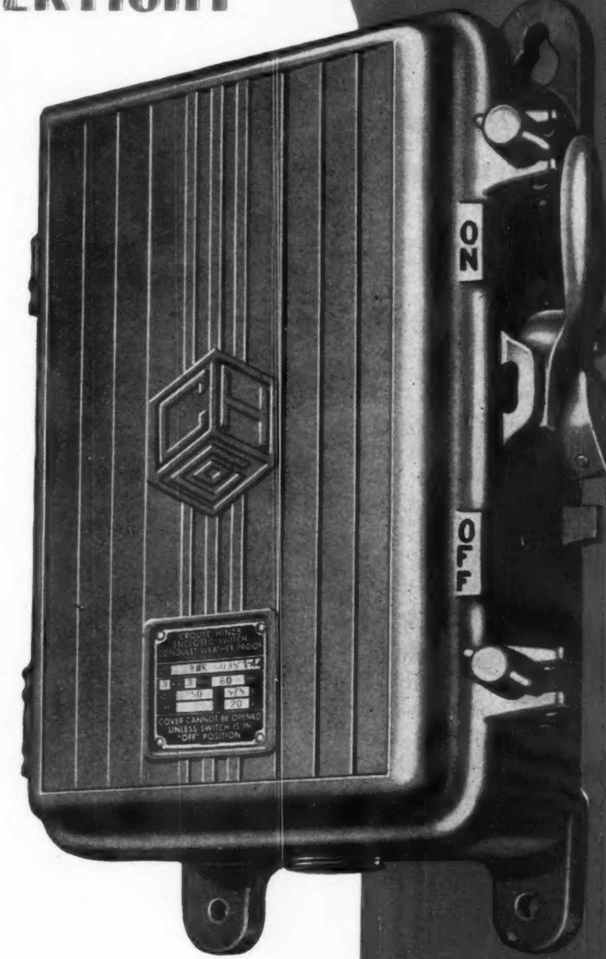
It's all the same to Type WMK

RAINTIGHT and WATERTIGHT*

Enclosed Safety Switch

CONDULETS

**NEMA Types III and IV*


ON
OFF
CROUSE-HINDS ENCLOSED SWITCH CONDULET WEATHER PROOF
COVER CANNOT BE OPENED UNLESS SWITCH IS IN "OFF" POSITION

Safety. Positive interlock prevents opening the case unless switch is "off." Dead front switch is held in "off" position while case is open.

Switches. Quick make and break mechanism. Double break, reinforced, positive pressure-type blade and jaw construction. Positive pressure fuse clips. Combination solder or solderless wire lugs.

Cast metal case. Strong and durable. Four sturdy mounting feet. Many possible threaded hub arrangements for both vertical and horizontal conduit. Cover may be padlocked to prevent unauthorized entry. Operating handle may be padlocked "on" or "off."

Permanent lubrication in the threaded operating shaft bearings resists corrosion and prevents the entrance of dust and moisture.

Horsepower ratings. 2 through 50-H.P. 30, 60, 100 or 200-ampere. 230-575-volt A.C. 250-600-volt D.C.

Listed in Condulet Catalog 2500, Section 50, Page 20.

CONDULET is a coined word registered in the U. S. Patent Office. It designates a product made only by the Crouse-Hinds Company.

A
Nationwide
Distribution
Through Electrical
Wholesalers

Our 50th Anniversary
1897 – 1947

CROUSE-HINDS COMPANY
Syracuse 1, N. Y.

Offices: Birmingham — Boston — Buffalo — Chicago — Cincinnati — Cleveland — Dallas — Denver — Detroit — Houston — Indianapolis
Kansas City — Los Angeles — Milwaukee — Minneapolis — New York — Philadelphia — Pittsburgh — Portland, Ore. — San Francisco
Seattle — St. Louis — Washington. *Resident Representatives:* Albany — Atlanta — Charlotte — New Orleans
CROUSE-HINDS COMPANY OF CANADA, LTD., *Main Office and Plant:* TORONTO, ONT.

CONDULETS
FLOODLIGHTS
TRAFFIC SIGNALS
AIRPORT LIGHTING

FOR SAFETY'S SAKE . . USE CONDUIT *(Full Weight Rigid Steel)*

THE YOUNGSTOWN SHEET & TUBE CO.
YOUNGSTOWN
UNDERWRITERS' LABORATORIES, INC. INSPECTED
RIGID STEEL CONDUIT
YOUNGSTOWN, OHIO U.S.A.
ENAMELED

There is only ONE safest wiring system

THERE just isn't any argument against "safety" in electrical construction. When you're putting wiring in a hazardous location, where there's apt to be moisture, or vapors, or dust, there can't be any argument about what system is safest.

As every contractor knows, for such places the National Electrical Code specifies rigid conduit. And in such places a majority of contractors have for years been installing Youngstown "Buckeye." It is the world's most widely used standard-threaded, full-weight, rigid steel conduit.

Now, as you replace temporary, emergency wiring, as well as install systems in new construction, you naturally want to employ only dependable materials and proven-safest methods. In conduit, "dependable" means "Buckeye."

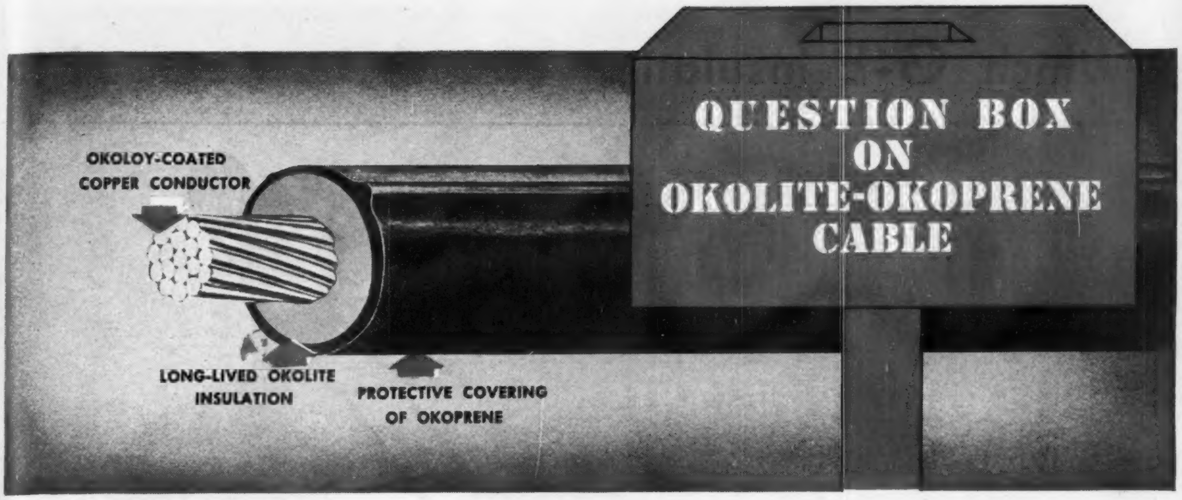
Local distributors have "Buckeye" conduit now. Our nearest District Office will gladly supply their names.

BUCKEYE TRADE MARK YOUNGSTOWN CONDUIT

YOUNGSTOWN

THE YOUNGSTOWN SHEET AND TUBE COMPANY
GENERAL OFFICES - YOUNGSTOWN 1, OHIO
Export Offices - 500 Fifth Avenue, New York City
Manufacturers of
CARBON - ALLOY AND YOLOY STEELS

Ask your distributor for:
Youngstown Buckeye Conduit...Pipe and Tubular Products...Sheets...Plates...Electrolytic Tin Plate...Coke Tin Plate...Bars...Rods...Wire...Tie Plates and Spikes.



QUESTION BOX ON OKOLITE-OKOPRENE CABLE

OKOLOY-COATED COPPER CONDUCTOR
LONG-LIVED OKOLITE INSULATION
PROTECTIVE COVERING OF OKOPRENE

Question: What type of electrical cable for all-around service is being widely used in metal-producing and other industries and particularly by the utilities?

Answer: *Okolite-Okoprene* cables, both single conductor and multi-conductor.*

Question: What kind of performance can be expected of Okolite-Okoprene cables?

Answer: *Millions of feet have been installed over the past 20 years and have proved long-lived.*

Question: Where may Okolite-Okoprene cables be installed?

Answer: *In ducts, or buried directly in the ground, or exposed to the elements.*

Question: Is additional protection needed?

Answer: *No.*

Question: What are some of the advantages contributed by the design of Okolite-Okoprene cables?

Answer: *Absence of tapes, braids or metallic coverings that rot or corrode. Perfectly-centered conductors. Uniform thickness of insulation and of covering. Uniform vulcanization throughout entire cable length.*

Question: What are some of the electrical operating advantages of Okolite insulation?

Answer: *High dielectric strength and moisture resistance. Stable characteristics. Low specific inductive capacity. High current carrying capacity. (75°C. copper temperature.)*

Question: What electrical characteristics are contributed by Okoprene, an Okonite-developed neoprene compound?

Answer: *Additional dielectric strength. Additional ozone resistance. High surface resistance which eliminates charging current drainage from cable surface.*

Question: What physical properties of Okoprene provide operating advantages?

Answer: *Lasting weather-resistance. Resistance to oil and solvents. Resistance to acids, alkalies and corrosive chemicals. Non-flammability.*

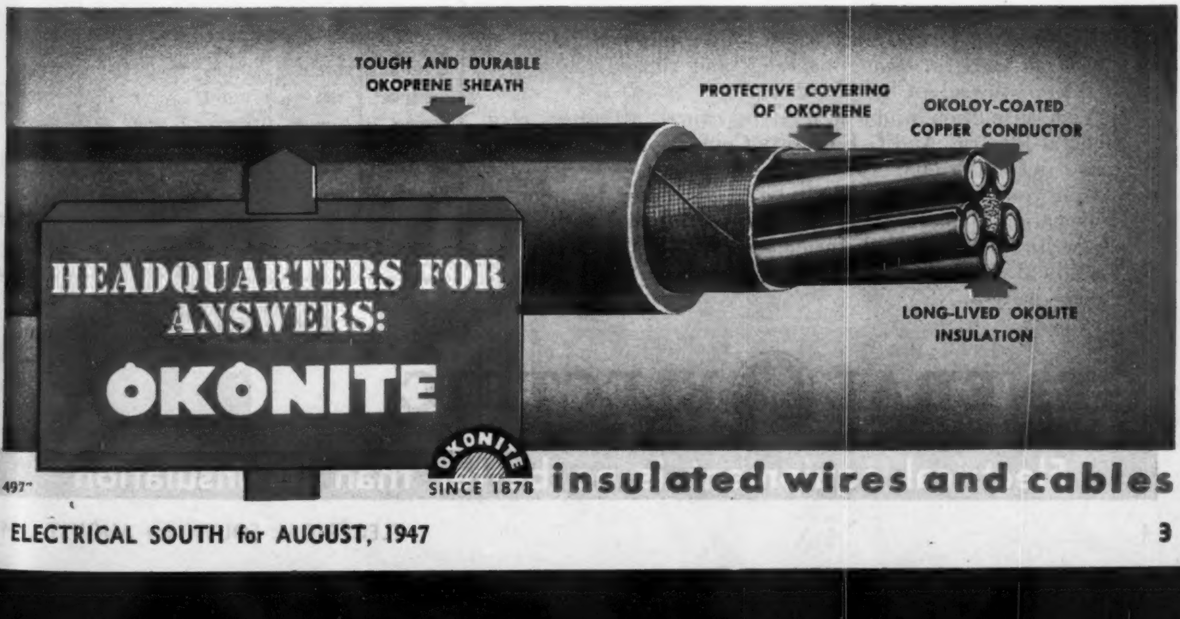
Question: How about installation?

Answer: *Okolite-Okoprene cables are simple to handle, splice and terminate. They require no potheads. They resist abrasion, are flexible at low temperatures.*

Question: Where can I find out more about Okolite-Okoprene cable and its relation to my problems of electrical distribution?

Answer: *By talking things over with a representative of The Okonite Company, Passaic, New Jersey or writing for Bulletin OK-2009.*

* U. S. Pat. No. 2,312,058

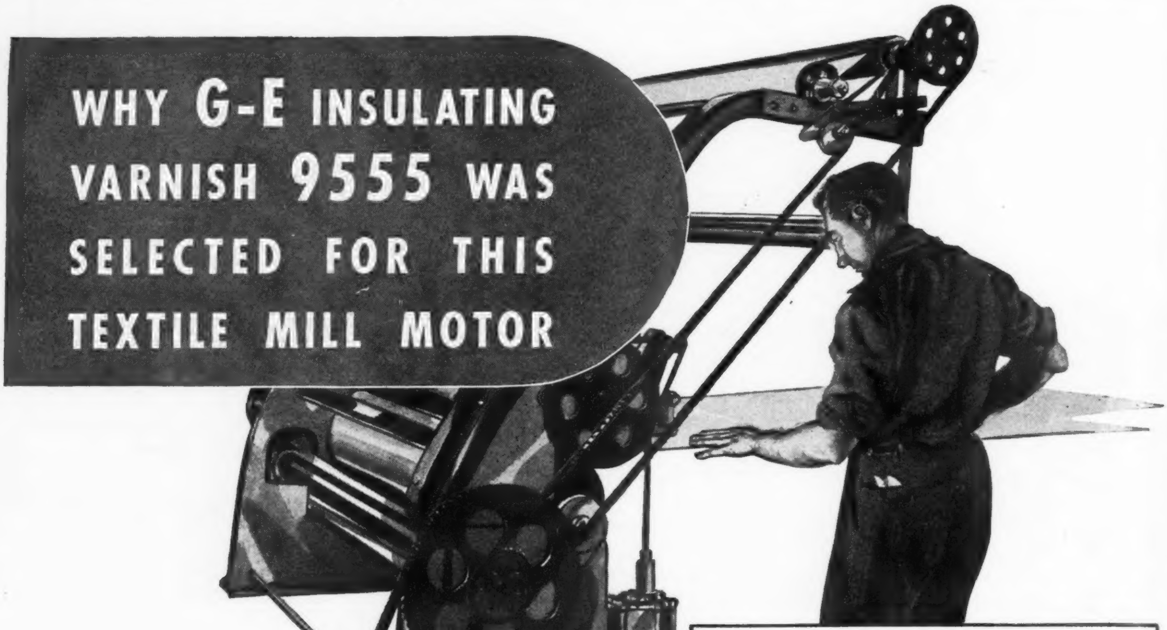


TOUGH AND DURABLE OKOPRENE SHEATH
PROTECTIVE COVERING OF OKOPRENE
OKOLOY-COATED COPPER CONDUCTOR
LONG-LIVED OKOLITE INSULATION
HEADQUARTERS FOR ANSWERS:
OKONITE

OKONITE SINCE 1878 **insulated wires and cables**

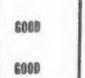
4977

Which G-E insulating varnish for your job?

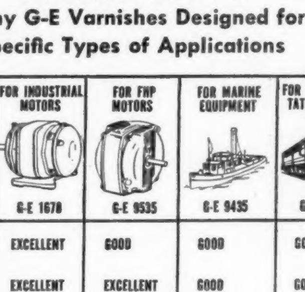


WHY G-E INSULATING VARNISH 9555 WAS SELECTED FOR THIS TEXTILE MILL MOTOR

Here Are a Few of the
Many G-E Varnishes Designed for
Specific Types of Applications

	FOR INDUSTRIAL MOTORS G-E 1678	FOR FHP MOTORS G-E 9535	FOR MARINE EQUIPMENT G-E 9435	FOR TRANSPORTATION EQUIPMENT  G-E 1696
BOND	EXCELLENT	GOOD	GOOD	GOOD
DIELECTRIC STRENGTH	EXCELLENT	EXCELLENT	GOOD	GOOD
RESISTANCE TO MOISTURE	EXCELLENT	EXCELLENT	GOOD	GOOD
RESISTANCE TO ALKALI	EXCELLENT	GOOD	GOOD	FAIR
RESISTANCE TO ACIDS	EXCELLENT	EXCELLENT	GOOD	GOOD
RESISTANCE TO SALT WATER	EXCELLENT	EXCELLENT	EXCELLENT	GOOD
PENETRATION	GOOD	EXCELLENT	GOOD	EXCELLENT
TOUGHNESS	EXCELLENT	EXCELLENT	FAIR	GOOD
HIGH TEMPERATURE AGING	GOOD	GOOD	GOOD	EXCELLENT
FLEXIBILITY	FAIR	GOOD	GOOD	GOOD

Order . . .



- A textile mill motor must operate dependably in the presence of moisture and chemical solutions. That's why General Electric varnish specialists recommended G-E Clear Baking Varnish 9555 to insulate a motor of this type.

Its special formulation imparts excellent chemical resistance to water, acid, alkali, oil, and salt. It cures fast, either with infra-red or conventional baking equipment. High dielectric strength, strong bonding, and rugged physical characteristics adapt it to hard service.

Your insulation problem receives expert attention at General Electric. And G-E Quality Control methods maintain strict uniformity in every shipment.

Call your local General Electric Distributor for more information about General Electric Insulating Varnishes. Or write to Resin and Insulation Materials Division, Chemical Department, General Electric Company, Schenectady 5, N. Y.

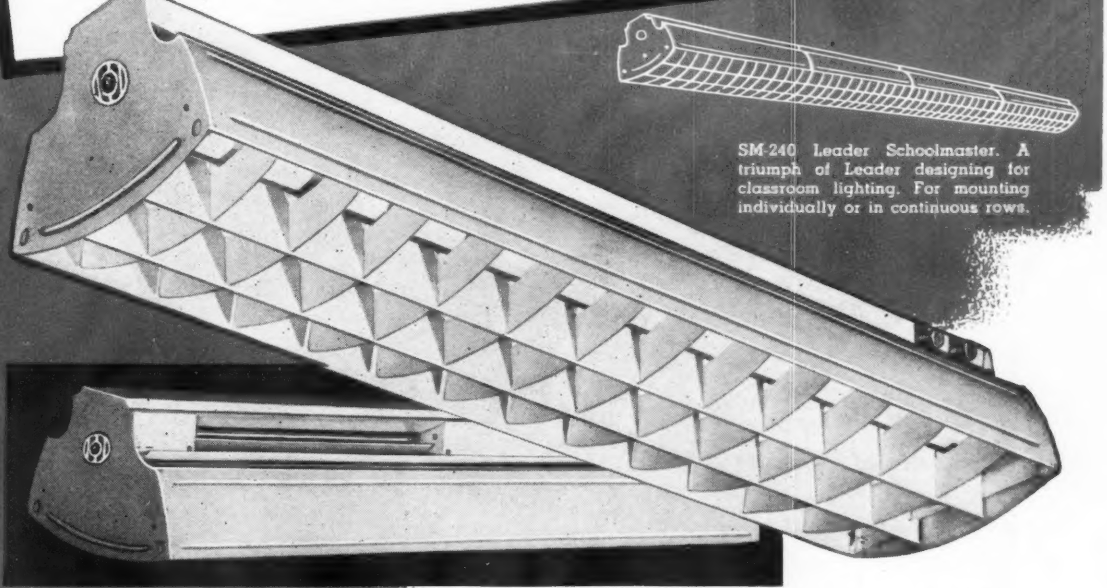
GENERAL ELECTRIC

CD47-111

Electrical equipment is no better than its insulation

Leader announces *the* SCHOOLMASTER

with or without built-in germicidal lamp



SM-240 Leader Schoolmaster. A triumph of Leader designing for classroom lighting. For mounting individually or in continuous rows.

SMG-240 Leader Schoolmaster with optional built-in germicidal lamp — an intensified source of radiant ultraviolet energy that rapidly destroys air-borne bacteria.

It's New! It's Different! It's America's Finest Classroom Fixture!

Good schoolroom lighting is an important tool of learning. And the Leader SCHOOLMASTER has really "rung the bell." Here, at last, is a classroom fluorescent fixture with no glare, correct intensity and even distribution of light. And there's an optional feature of a built-in germicidal lamp that is not visible when the fixture is hung at ordinary lighting levels. Yes, the Leader SCHOOLMASTER has *everything* for proper schoolroom lighting.

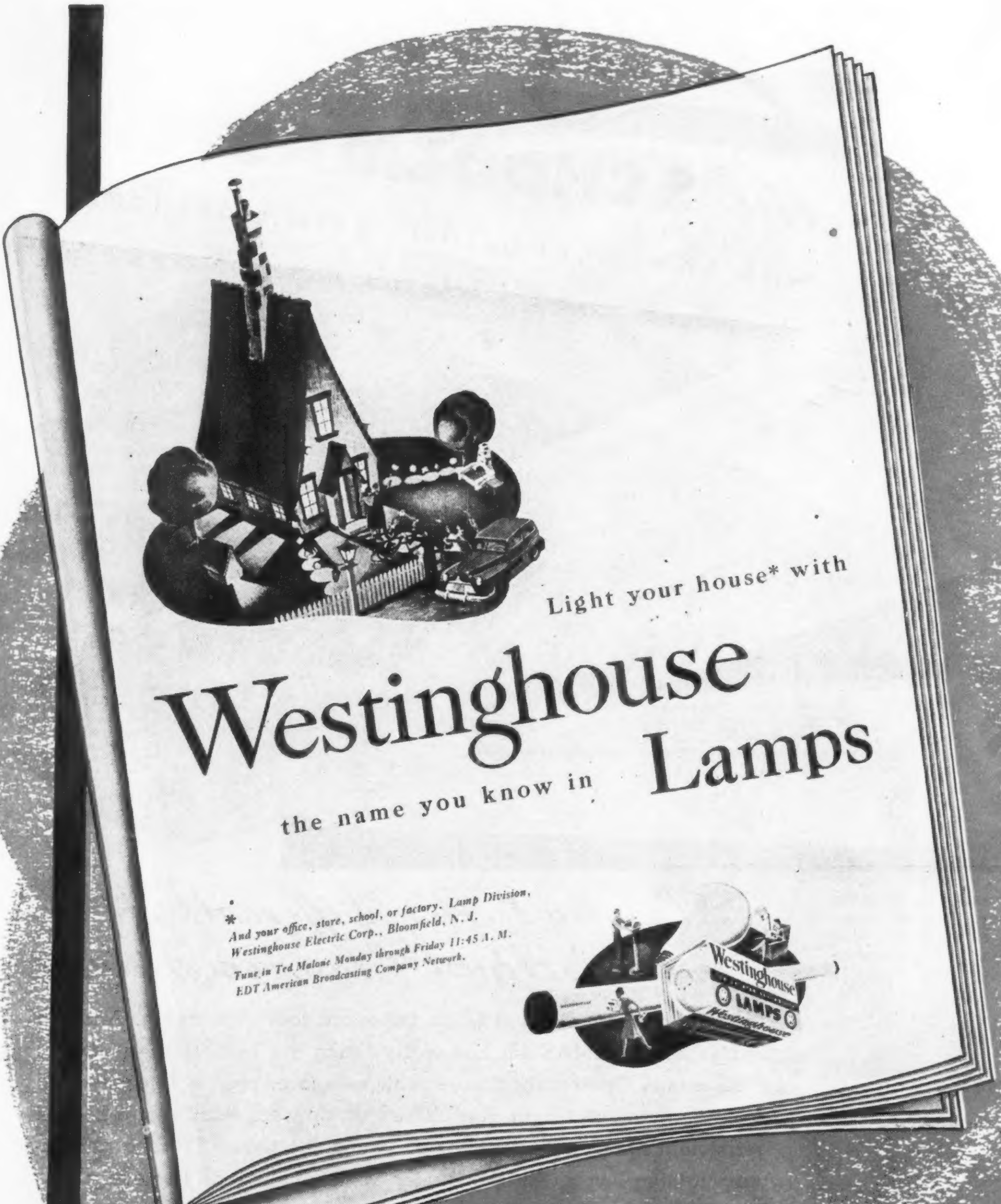
Only better electrical wholesalers and contractors distribute and install Leader fluorescent fixtures.

'A STEP AHEAD'
LEADER
ELECTRIC COMPANY

LEADER ELECTRIC COMPANY

3500 NORTH KEDZIE • CHICAGO 18, ILLINOIS
WEST COAST FACTORY • 2040 LIVINGSTON ST., OAKLAND 6, CALIF.

Here's the LAMP



Light your house* with

Westinghouse

the name you know in Lamps

* And your office, store, school, or factory. Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

Tune in Ted Malone Monday through Friday 11:45 A. M. EDT American Broadcasting Company Network.

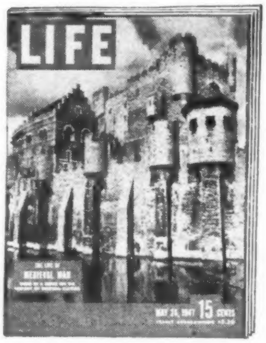
LAMP DIVISION,

CAMPAIGN

that will be building sales for you this Fall!

LEADING NATIONAL MEDIA!

This Week
TIBET'S MYSTERY MOUNTAIN



13 INSERTIONS IN THE FIFTEEN WEEKS OF THE FALL BUYING SEASON!

Westinghouse lamp ads in full color will be blanketing the market. Watch for the first ad in "This Week" on September 14th and the full-color spread in "Time" on September 15th—and all the other ads week after week after that.

RAILROAD STATION DISPLAYS IN TEN LEADING CITIES!

A new natural medium for lamps! Will reach a circulation of close to 200,000,000 a year through three-dimensional displays in leading stations of the country.

TED MALONE ON ABC!

A lamp commercial every day Monday through Friday over the 197 stations of the ABC—reaches more than 3,000,000 different people every week.

AND COMPLETE SUPPORT AT THE POINT OF SALE!

Westinghouse—with a *complete* line of merchandisers—provides exactly the right kind of merchandisers for every store. A full selection of new displays ties in with the national advertising.

WESTINGHOUSE ELECTRIC CORPORATION
BLOOMFIELD, N. J.

IWI
LITTLE LESSONS for ELECTRICAL REPAIR MEN

Get More Work Done at More Profit with Good Equipment and Materials

MANNING PAPERS

MANNING INSULATING PAPERS

... They're TOUGH!

MANNING No. 300 tops the field of insulating papers. 100% rag content — excellent dielectric strength — maximum varnish absorption — superior heat aging quality — won't delaminate — tough to tear — saves labor on rewinds — protects against shorts or grounds — *MANNING 300 PAPERS* offer the best on every count.

Uniform in thickness — furnished in all convenient sheet sizes and weights.

Avoid comebacks — insure your work and profit with *MANNING INSULATING PAPERS.*

Write for Samples and Prices

AMERICAN BEAUTY ELECTRIC SOLDERING IRONS

... For Efficient, Lasting Service!

AMERICAN BEAUTY SOLDERING IRONS withstand 1100-volt insulation breakdown inspection tests before shipment! Solid steel core and chrome-nickel ribbon wire heating elements are insulated with the best mica. Safe — sturdy — economical — built for years of hard use and trouble-free service. *AMERICAN BEAUTY SOLDERING IRONS* are compact in size and weight for easy handling — faster, better soldering.

AMERICAN BEAUTY ELECTRIC SOLDERING IRONS are used by thousands of shops who know the value of a tool by the service it gives.

Ask for Catalog Sheet and Prices

"WEDGIE" WOOD SLOT WEDGES

... At Your Service, NOW!

WEDGIE ARMATURE SLOT WEDGES offer these nine important features for faster, easier, more profitable, quality service:

WEDGIES are made only of the finest well-seasoned straight-grained hard maple — are extra strong because of straight grain in stock — are held to extremely accurate dimensions to perfectly fit any standard slot — are processed in paraffin to remove splinters and provide a wax coating — come in all standard sizes and shapes to meet every normal need — slide quickly and easily in position due to wax coating — reduce waste and eliminate trouble because of precision manufacture — are low in price — and are available from stock immediately.

WEDGIES are better because they are made better. A special hang-up sample card showing actual samples of *WEDGIES* that makes ordering easy is yours for the asking.

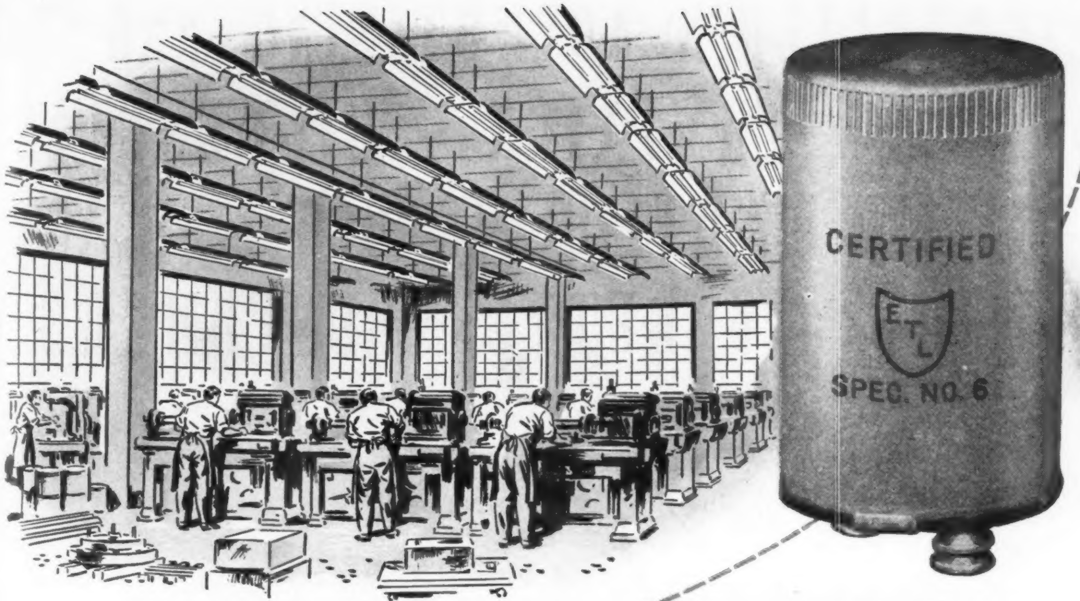
Write For Your Sample Card Today

INSULATION AND WIRES SERVICE IWI

Send for your copy of the IWI BLUE CATALOG

INSULATION AND WIRES INCORPORATED

Offices and Warehouses in
ATLANTA 3, GA. • HOUSTON 3, TEXAS • ST. LOUIS 3, MO.



CERTIFIED STARTERS

. . . for better fluorescent lighting performance

. . . for economy in maintenance

CERTIFIED

E·T·L

SPEC. NO. 6
HIGH PF

In large factories — as well as large offices and stores . . . wherever fluorescent lighting is a major factor, CERTIFIED STARTERS can help ease maintenance problems, help assure top lighting performance from lamps. • Certified Starter Manufacturers build their products to rigid specifications. Famous Electrical Testing Laboratories, Inc. test, check and recheck those products . . . CERTIFY them as fully meeting the specifications. It's a positive means of assuring the user of high quality starters — protection and economy. Insist on the "ETL CERTIFIED" shield on the starters you sell or use!

Makers of CERTIFIED FLEUR-O-LIER fixtures and RLM Standards Institute fixtures have solved their starter problems by writing CERTIFIED STARTERS into their specifications.

Address inquiries to any of the following manufacturers of

Certified Starters

The Arrow-Hart and Hegeman Co., Hartford, Connecticut
The Bryant Electric Co., Bridgeport, Connecticut
Dura Electric Lamp Co., Newark, N. J.
General Electric Co., Bridgeport, Connecticut
Harvey Hubbell, Inc., Bridgeport, Connecticut
Instant Glow Starter Corporation, New York, N. Y.
Kuthe Laboratories, Inc., Newark, N. J.
The Lloyd Products Co., Providence, R. I.
Pass & Seymour Co., Syracuse, N. Y.
Sheldon Electric Co., Irvington, N. J.

LIGHTOLIER'S ADVERTISING and PROMOTION CAMPAIGN...BIGGEST IN DECORATIVE LIGHTING HISTORY...BRINGS YOU MORE and BETTER CUSTOMERS!

Watch for the FULL PAGE in SEPTEMBER HOUSE BEAUTIFUL
displaying Bel Vista LIGHTOLIERS.

Feature BEL VISTAS. Your customers will be asking for them.

Lightolier ads—full page—full color—appear regularly in
HOUSE BEAUTIFUL, HOUSE & GARDEN, NEW YORKER, INTERIORS, etc.

THE LIGHTOLIER "CHARM BOOK" IS BACK!

20 pages! Life-like color throughout! A better-than-ever selling tool for you!

Here is the consumer-selling book that means bigger fixture profits for *you*. It sells more and better fixtures—because it shows your customers what a big difference the right lighting makes in beautifying their homes. It means bigger sales, more profits, more prestige for you. Send for your advance copy of the Lightolier "Charm Book." Ask for complete advance information about the exciting new Lightolier designs illustrated in it.

GET ADVANCE INFORMATION!

Send me my advance copy of the Lightolier "CHARM BOOK." ☐
Send me advance information on the new Lightolier designs. ☐

Name.................................... Address....................................

City.................................... Zone.................... State....................

LIGHTOLIER
DEPT. 53
JERSEY CITY, N. J.

UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE

"I ain't no ordinary turtle!"

RU
wiring with
RU?
it's the coming "Code" wire

And Laytex (Type RU) is no ordinary wire. In physical and electrical properties, no other branch circuit building wire can compare with it.

Not only that, but Laytex is smaller in diameter than any other rubber insulated building wire. This means that in re-wiring, each conduit can hold more circuits—a wire man's dream come true.

Laytex (Type RU) is insulated with laminated walls of 90% unmilled, grainless natural rubber. The conductors are perfectly centered in this homogeneous sheath, thereby avoiding any chance of thin spots.

Scientists of United States Rubber Company have carefully compounded Laytex so that it is lighter in weight, easier to handle and install. The saturated cotton fibrous cover is flame-retardant and moisture-resistant.

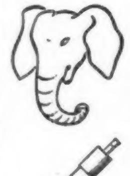
UNITED STATES RUBBER COMPANY
1230 Avenue of the Americas • Rockefeller Center • New York 20, N. Y.

Specify RU Laytex*

ELECTRICAL WIRES

SAFETY FACTORS THAT PUT RU OUT IN FRONT

BULL'S EYE
The conductor is on dead center throughout every inch of the wire.



ELEPHANT INSULATION
Laminated walls of tough natural rubber insulation mean Laytex is safe.

SMALLER O.D.
Allows more circuits per conduit than in ordinary wire. Lighter weight.

*Reg. U. S. Pat. Off.

THE FINEST NAME IN ELECTRIC COOKING

Since 1929

Electromaster
LEADERSHIP BORN OF QUALITY

FINE products become leaders only through a quality that is inborn — the result of superior engineering, professional design and precision workmanship.

Since 1929, Electromaster has been a trail blazer in electric cooking. Specializing exclusively in the manufacture of electric ranges, it has pioneered many of the major design and engineering features that have become universally adopted by the industry.

With a name that has stood for the finest since 1929, backed by a huge new plant and by a national advertising campaign, Electromaster distributors and dealers have a splendid opportunity to capture sales leadership in their communities.

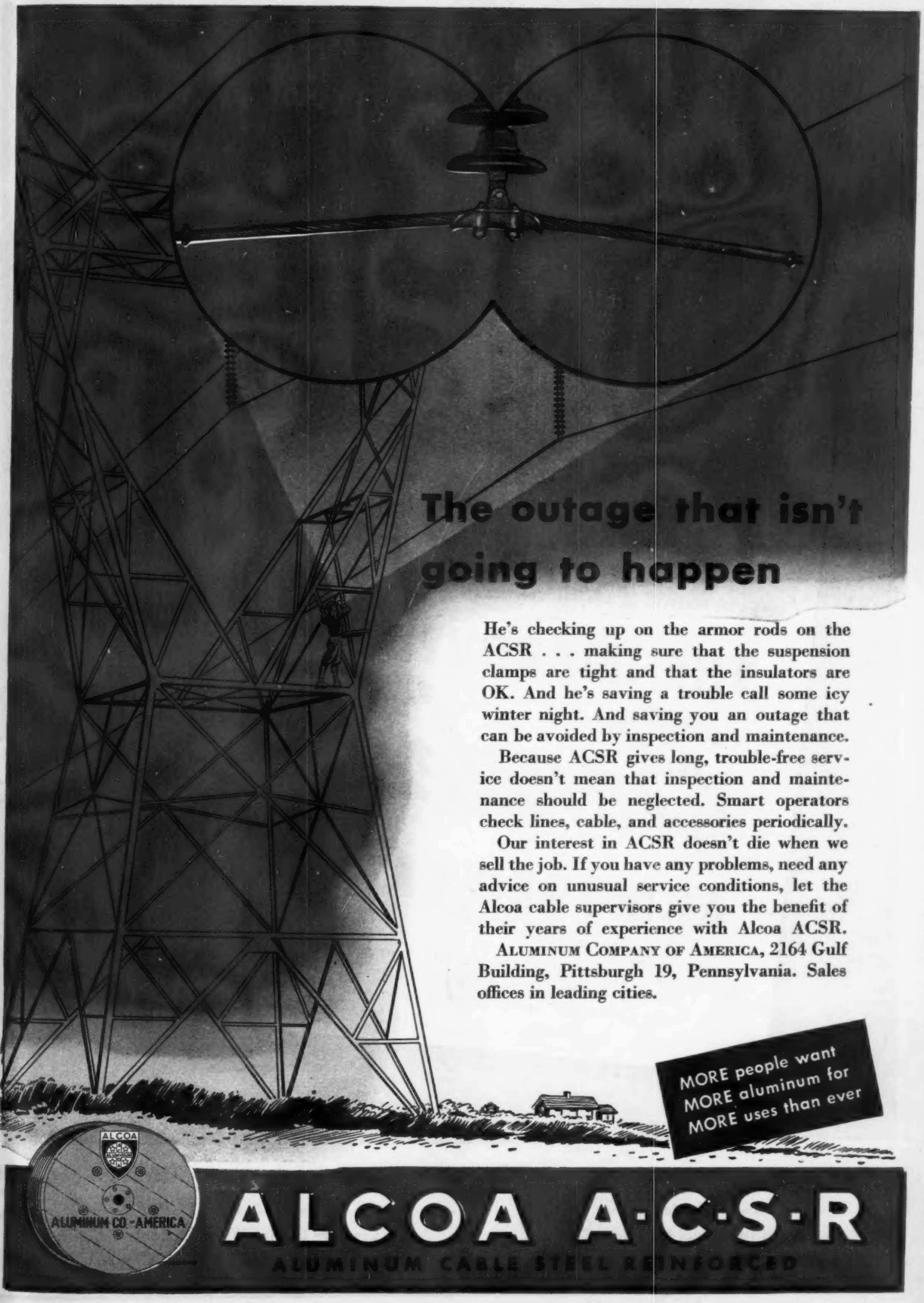
LOOK FOR BIG NEWS FROM ELECTROMASTER NEXT MONTH

THE BEAUTIFUL
BANQUET MODEL

Electromaster Inc.

MOUNT CLEMENS, MICHIGAN

The Electric Range That's "Fit For A Queen"— On The "Queen For A Day" Program — Mutual Network


MORE people want
MORE aluminum for
MORE uses than ever
ALCOA
ALUMINUM CO. AMERICA
ALCOA A·C·S·R
ALUMINUM CABLE STEEL REINFORCED

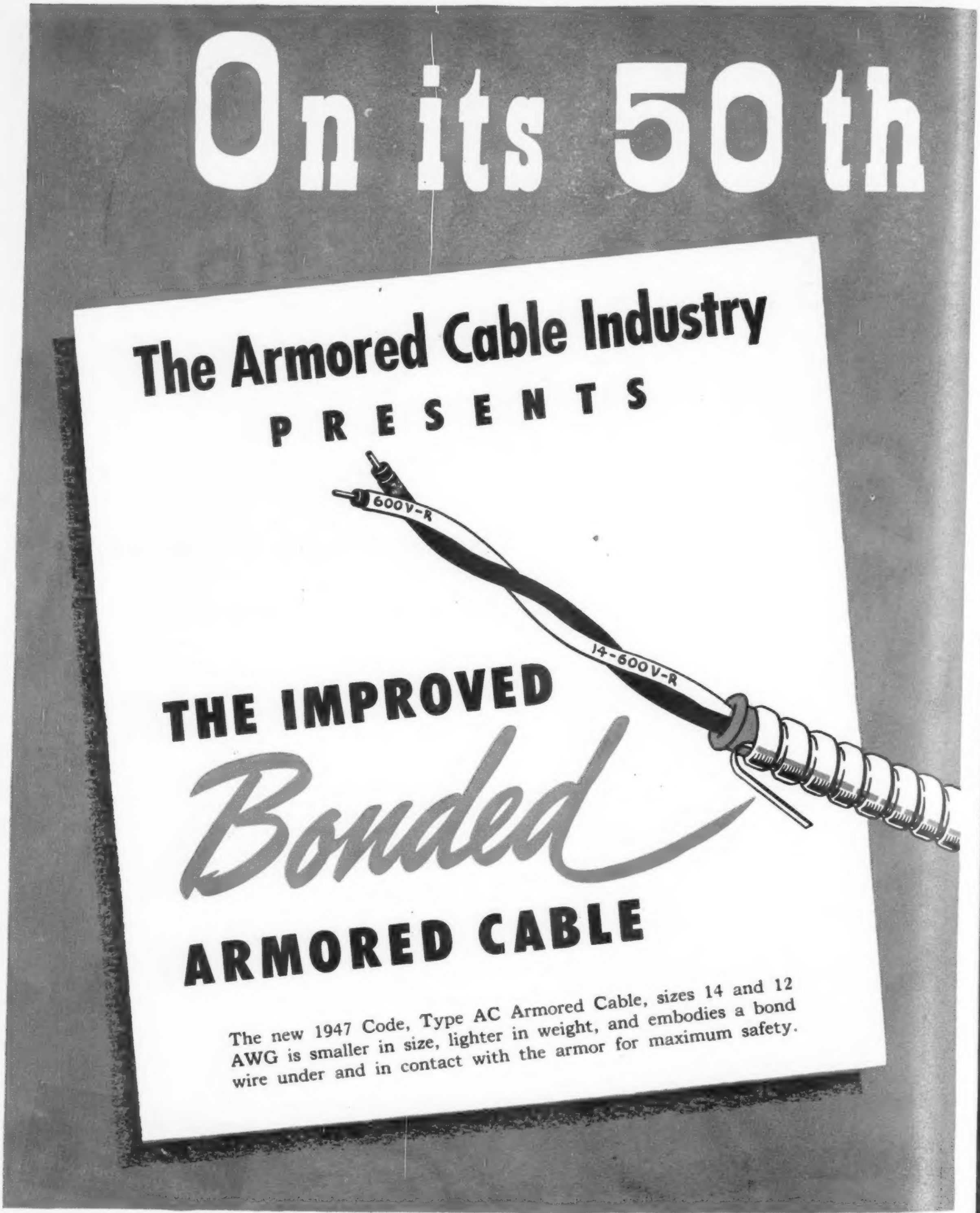
The outage that isn't going to happen

He's checking up on the armor rods on the ACSR . . . making sure that the suspension clamps are tight and that the insulators are OK. And he's saving a trouble call some icy winter night. And saving you an outage that can be avoided by inspection and maintenance.

Because ACSR gives long, trouble-free service doesn't mean that inspection and maintenance should be neglected. Smart operators check lines, cable, and accessories periodically.

Our interest in ACSR doesn't die when we sell the job. If you have any problems, need any advice on unusual service conditions, let the Alcoa cable supervisors give you the benefit of their years of experience with Alcoa ACSR.

Aluminum Company of America, 2164 Gulf Building, Pittsburgh 19, Pennsylvania. Sales offices in leading cities.



On its 50th

The Armored Cable Industry

PRESENTS

THE IMPROVED *Bonded* ARMORED CABLE

The new 1947 Code, Type AC Armored Cable, sizes 14 and 12 AWG is smaller in size, lighter in weight, and embodies a bond wire under and in contact with the armor for maximum safety.

Member Companies of Armored Cable Section of

American Flexible Conduit Co.	Columbia Cable & Electric Corp.
American Metal Moulding Co.	Crescent Insulated Wire & Cable Co., Inc.
Clifton Conduit Co., Inc.	Eastern Tube & Tool Co., Inc.

ANNIVERSARY

Armored Cable has Provided 50 Years of Safe, Low Cost Wiring

In 1897 the first armored cable was installed. It was the first self-contained wiring system of raceway and conductor combined in one assembly.

Listed by Underwriters' Laboratories in 1899 and recognized in the National Electrical Code of that year, it has provided a safe, low-cost system of electrical wiring for 50 years.

In the last twenty years alone, over SIX BILLION FEET of armored cable have been installed.

The New Bonding Feature

A flattened tinned copper or aluminum wire continuous throughout the length of the cable makes contact with the convolutions of the steel protective armor. This construction assures a permanently low armor resistance for maximum safety.

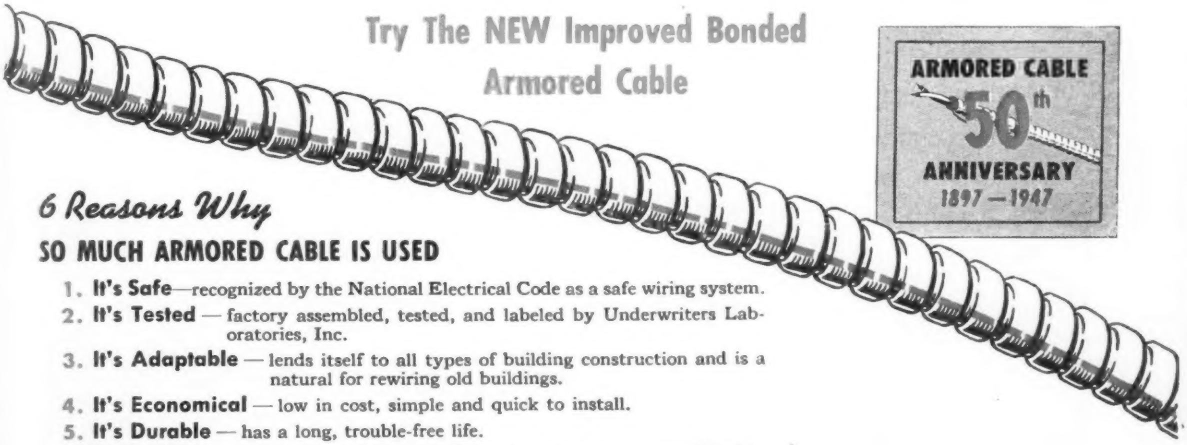
Code Permits Smaller Size, Lighter Weight, in New Bonded Cable

The 1947 Code sizes 14 and 12 AWG type AC armored cable will employ small diameter insulated conductors. These cables are smaller in size and lighter in weight than any previously permitted, with consequent advantages in installation.

Ready-to-Use When You Get It

Armored Cable provides the only general purpose, factory assembled, factory tested, metal-protected wiring system. It's ready-to-use when you get it.

From bare conductor to finished wiring system, the entire process is factory controlled. Its manufacture is subject to all the care and precision that modern industry commands — your guarantee that it is ready for safe operation and a long trouble-free life.



Try The NEW Improved Bonded Armored Cable

ARMORED CABLE
50th
ANNIVERSARY
1897 — 1947

6 Reasons Why

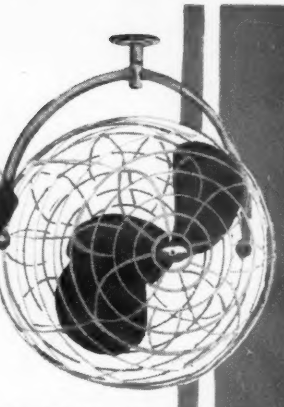
SO MUCH ARMORED CABLE IS USED

1. **It's Safe**—recognized by the National Electrical Code as a safe wiring system.
2. **It's Tested** — factory assembled, tested, and labeled by Underwriters Laboratories, Inc.
3. **It's Adaptable** — lends itself to all types of building construction and is a natural for rewiring old buildings.
4. **It's Economical** — low in cost, simple and quick to install.
5. **It's Durable** — has a long, trouble-free life.
6. **It's Proven** — has a record of outstanding performance over many decades.

National Electrical Manufacturers Association

General Electric Company
Northern Electric Company, Ltd.
The Okonite Company
Paranite Wire & Cable Corp., Div. of Essex Wire Corp.
Triangle Conduit & Cable Co., Inc.
Walco Industries Inc. of Philadelphia

Cool
PROFITS

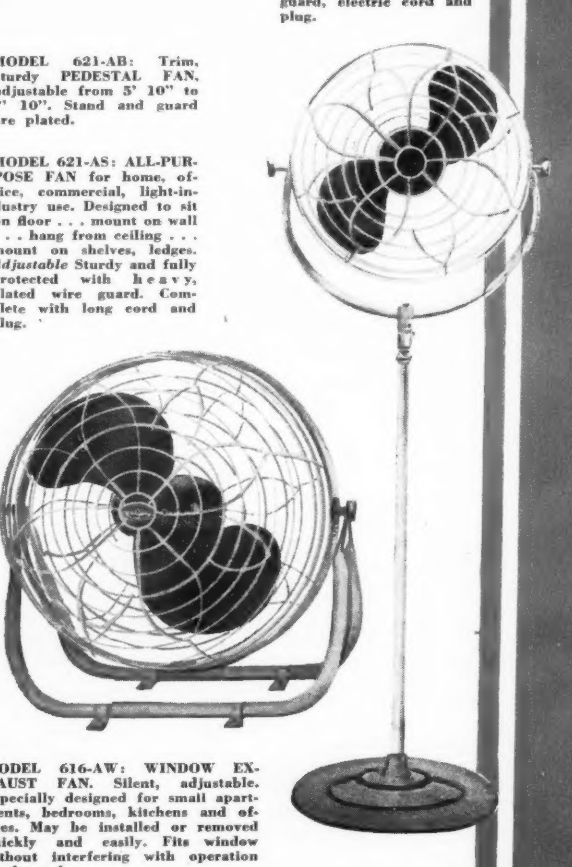


MODEL 621-AEG: CIRCULATING CEILING FAN. Moves large volume of air with quiet ease. Hangs on attractive, adjustable fixture. Complete with heavy-plated wire guard, electric cord and plug.

There's a vast market in *your* territory for Cottongim's Supreme Quality, superbly efficient fans. Ultra-smart styling, unexcelled construction, perfect performance . . . all these, with a factory guarantee, mean "cool" profits for jobbers and dealers everywhere.

MODEL 621-AB: Trim, sturdy PEDESTAL FAN, adjustable from 5' 10" to 7' 10". Stand and guard are plated.

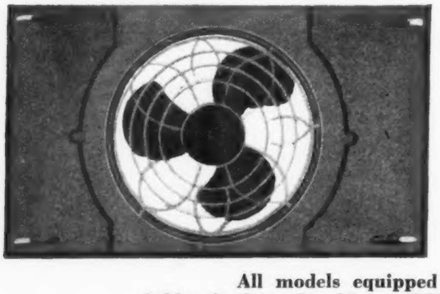
MODEL 621-AS: ALL-PURPOSE FAN for home, office, commercial, light-industry use. Designed to sit on floor . . . mount on wall . . . hang from ceiling . . . mount on shelves, ledges. *Adjustable* Sturdy and fully protected with heavy, plated wire guard. Complete with long cord and plug.



CASH IN WITH

Cottongim's

Supreme Quality Fans. AMERICA'S FINEST & MOST COMPLETE LINE —20 MODELS 10" to 48". QUIET . DEPENDABLE . ECONOMICAL. FLEXIBLE APPLICATIONS.



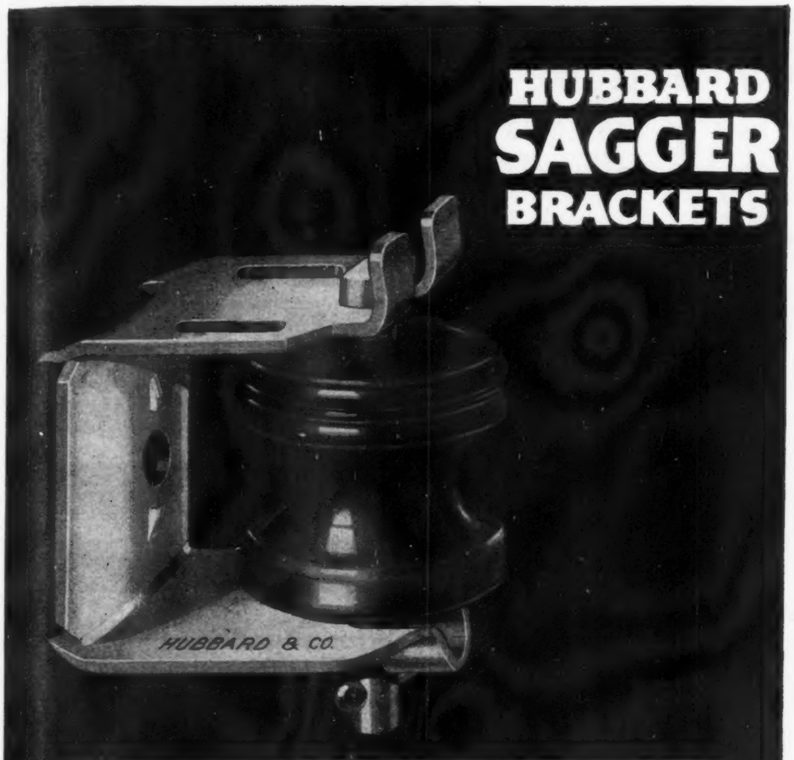
MODEL 616-AW: WINDOW EXHAUST FAN. Silent, adjustable. Especially designed for small apartments, bedrooms, kitchens and offices. May be installed or removed quickly and easily. Fits window without interfering with operation of the sash.

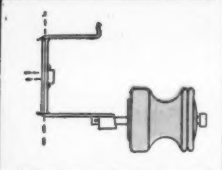
All models equipped with G. E. or Westinghouse Motors.
Sold only through jobbers. (DEALERS—If your nearest jobber can't supply you, send us his name and address.)
—PRODUCTS OF—

C. & H. Air Conditioning Fan Co., Inc.
1591-1623 DEKALB AVE., N. E. ATLANTA 6, GEORGIA

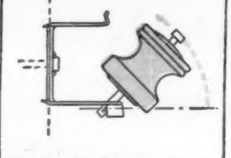
Something NEW IN SECONDARY DISTRIBUTION

HUBBARD SAGGER BRACKETS

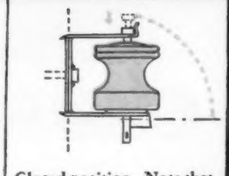




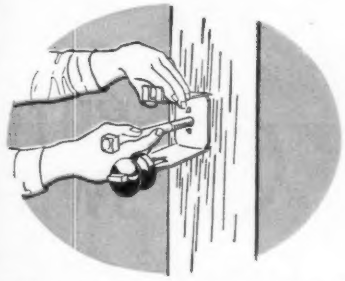
Side view of the horizontal or "sagging" position. Note that insulator bolt is solidly checked against further downward movement.



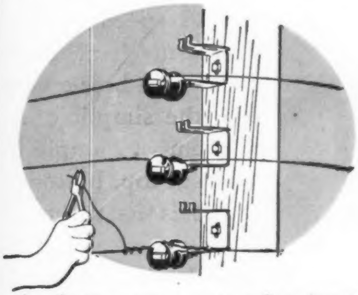
Insulator and bolt in semi-closed position. It must clear the keepers at the top to complete closing.



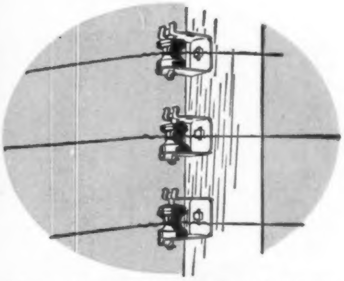
Closed position. Note that insulator bolt is solidly locked in this position, having been pushed down past the spring keepers.



Holes are drilled at correct spacing and machine bolt is inserted as shown.



Conductors are strung, using insulators as pulleys, until desired sag is obtained after which they are tied-in while still in the horizontal position.



After tying-in, the insulator bolts are raised to the vertical and dropped into the lock position.

For secondary distribution circuits, where a variety of problems are to be met, Hubbard No. 710 Sagger Bracket is the most flexible choice to meet the requirements. This Bracket may be described as a single, *separate,* secondary-rack point, which may be used with one or more similar points, at any desired spacing for any number of conductors.

No. 710 Brackets are versatile in other ways also. The patented feature is the arrangement of the insulator bolt which may be dropped to a horizontal position to allow the "sagging" of conductors with the insulator spool acting as a pulley. Insulator Bolts are locked in position when closed or open. Strength against line pull is provided by the broad back bearing against the pole, the backs being 3-inches in width. Spurs at the corners prevent the bracket from turning during and after installation. Bolt heads are trapped in the back to prevent turning while tightening.

Hubbard Sagger Brackets have been tested and proved in service. Highly adaptable to any conditions, they have drawn praise from engineers, in every instance of the many installations made to date.

HUBBARD AND COMPANY

PITTSBURGH · CHICAGO **OAKLAND · CALIFORNIA**

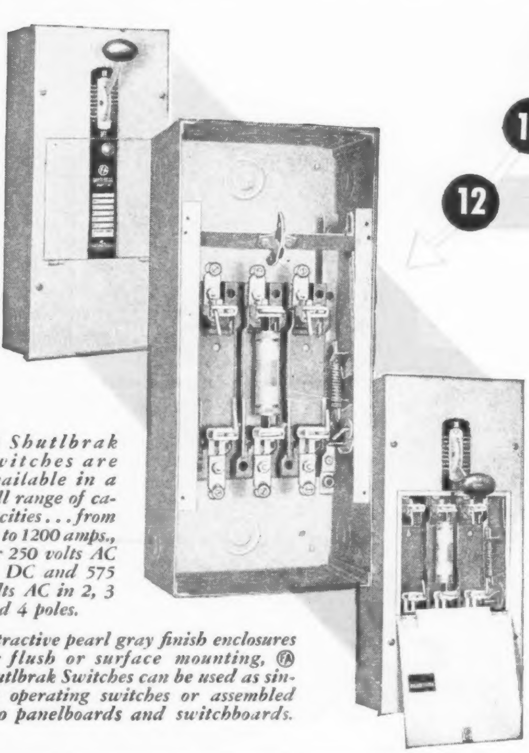
At Least a Dozen Reasons

WHY YOU'LL LIKE

SHUTLBRAK SWITCHES ENCLOSED SAFETY-TYPE

1. **Positive Make and Break**
2. **Interlocking Fuse Doors** (With special release)
3. **Front Operation**
4. **Attractive Finish**
5. **Removable Switch Unit**
6. **Kamklamp Fuse Holders**
7. **Full Range of Capacities**
8. **Silver-Plated Contacts and Connections**
9. **Ample Wiring Space and Knockouts**
10. **Silver-Plated Solderless Pressure Connectors**
11. **Approved by Underwriters' Laboratories**
12. **Can Be Used Singly or in Panelboard and Switchboard Assemblies**

There are many reasons for the mounting popularity of FA Shutlbrak Switches. Some say, for instance, they like its easier, split-second speed of operation . . . its new shuttle mechanism feature that gives quick make and break connections. Others say it is the simplicity of design that appeals to them . . . ample knockouts and wiring space at top, bottom and back. Still others say it is its trouble-free service and many practical safety features . . . its long lasting economical operation.



FA Shutlbrak Switches are available in a full range of capacities . . . from 30 to 1200 amps., for 250 volts AC or DC and 575 volts AC in 2, 3 and 4 poles.

Attractive pearl gray finish enclosures for flush or surface mounting, FA Shutlbrak Switches can be used as single operating switches or assembled into panelboards and switchboards.

Whatever the reason, the fact remains that FA Shutlbrak Switches embody the latest in design and construction, making them the popular choice for high quality, heavy duty switching. So the next time you need a good operating switch, ask your dealer to show you an FA Shutlbrak or send for our 20-page Bulletin No. 70.

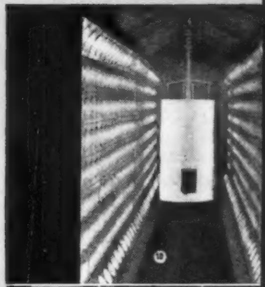
If it's FA it's "OK"

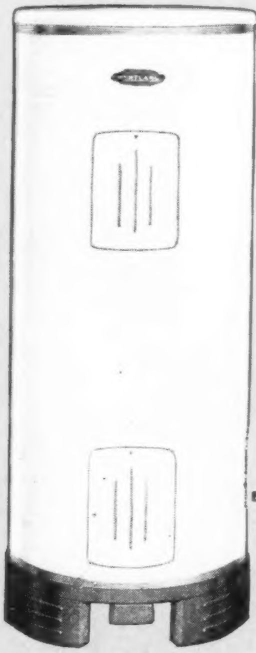
MAKERS OF . . .
BUSDUCT
PANELBOARDS
SWITCHBOARDS

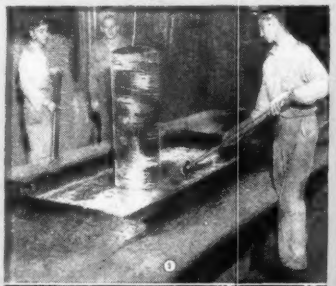
Frank Adam
ELECTRIC COMPANY
St. Louis, Missouri

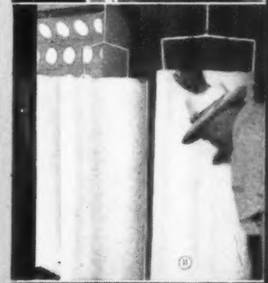
SERVICE EQUIPMENT
SAFETY SWITCHES
LOAD CENTERS
ELECTRIC QUIKHETER

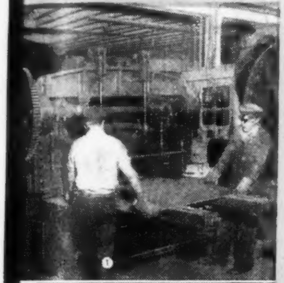
WATER HEATER *Specialists*

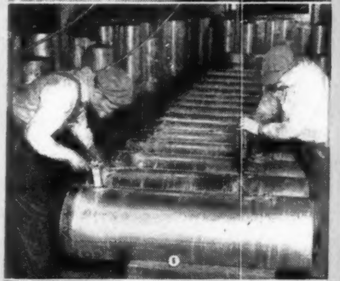


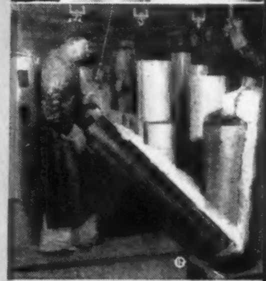


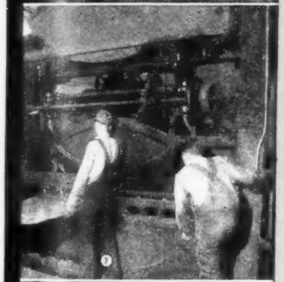


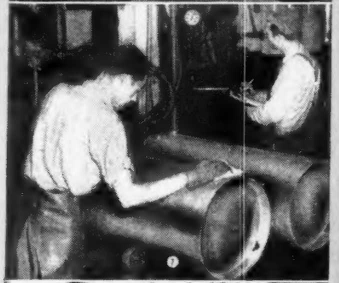








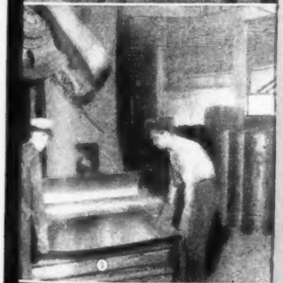


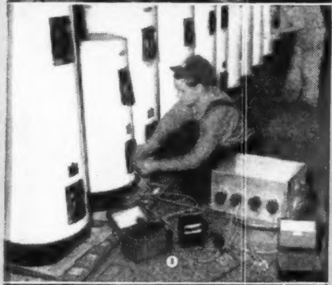


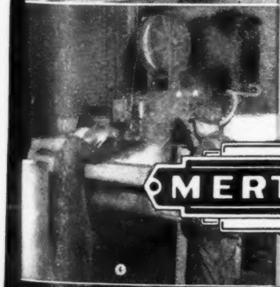
● What do you gain when you sell Mertland heaters? . . . Mertland heaters are made by men of long experience in making automatic water heaters. All their efforts are concentrated in making the best heater that can possibly be made.

Independent laboratory tests prove that Mertland quality is absolutely tops. Point-by-point comparison will show you that Mertland has all modern sales features.

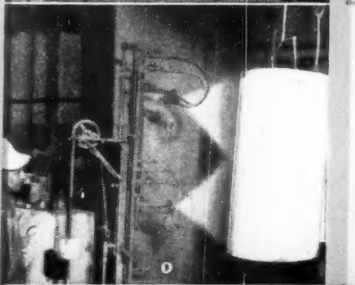
Compare Mertland for looks, for features, for length of life, for trouble free operation. Compare Mertland prices. You'll agree that you and your customers want Mertland heaters.







IN THE SIZE AND STYLE YOUR CUSTOMERS WILL WANT



MADE RIGHT! VISITORS WELCOME

1. Preforming. 2. Stamping and punchin 3. Forming. 4. Automatic Seam Weldin and Inspecting. 5. Galvanizing and In specting. 6. Installing Elements and The mostats. 7. Testing under 300 Pound Pressure. 8. Individually retesting eve element and thermostat after installation 9. Electrostatic Spray. 10. Infra-Red bak oven. 11. Enamel inspection. 12. Fibergla insulation all over. 13. Straight line pro duction and final inspection. 14. Inspec ed, crated and ready to go.

Wholesalers in areas not conflicting wi present outlets are invited to ask abo the Mertland Franchise.

M. M. HEDGES MANUFACTURING CO., Inc., Chattanooga, Tenn.

GOOD AUTOMATIC ELECTRIC HOT WATER HEATERS MADE BY A GOOD COMPANY

The radio world says "YES"!

SPARTON PERIOD MODEL NO. 1007

THIS BEAUTY is the Period Model of the new Sparton Challenger Line. Other models: The Modern . . . The Contemporary . . . and a variety of table and utility models. We wish this picture could show the wonderful quality of reception as well as the obvious quality of the handsome cabinet, but believe us, it's there, too. Yes, the Sparton Challengers offer you, in every way, more selling features than any other radio.

SEE THE NEW SPARTON CHALLENGERS AT PERMANENT SHOWROOM NO. 509-B AMERICAN FURNITURE MART

New Sparton Challengers
SMASH HIT
of the Chicago Show

DON'T mind our puffed-out chests! We're just back from the Summer Furniture Show in Chicago, and we're bustin' with pride!

The new Spartons are *the hit of the Show!*

We told you that we'd surprise the radio world with this new Challenger line . . . and the crowds at the show responded with an emphatic "Yes!"

Yes, we've really got something here . . . and offered right in the middle of the industry off-season, too! What handsome models these new Sparton Challengers are!

The *performance* of these stunning new Spartons measures right up to their good looks! The fidelity of tone and reception is an adventure in sound!

If you didn't get to the show, remember you can drop in anytime at the permanent Sparton exhibit in the American Furniture Mart in Chicago (Space 509-B). Check these amazing new Sparton Challengers point for point against anything on the market.

Even the Price is Sweet Listening

CHOICE OF CABINET

$229.95

and Sweet Selling, too

(All prices East of the Rockies)

SCMP* makes value like this possible:

* Sparton Cooperative Merchandising Plan is the secret! Without SCMP, Sparton could never give you *all* the brilliant sales features in the new Challenger Line. See why it pays to be a Sparton dealer.

- One exclusive dealer in each area
- National advertising that works locally
- Direct factory to dealer shipment
- Low consumer prices
- Factory prepared and distributed promotion helps
- Seasonal promotions
- Uniform retail prices
- Products styled by outstanding designers

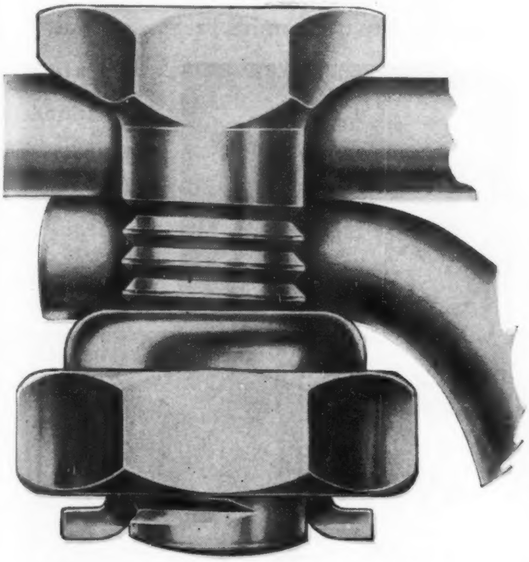
Sparton

Radio's Richest Franchise

THE SPARKS-WITHINGTON COMPANY • JACKSON, MICHIGAN

Use Tough Kearnalloy BRONZE CON-NEC-TITES

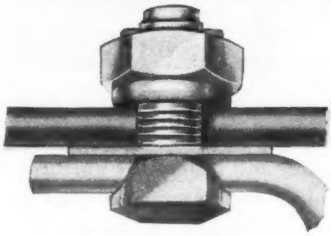
For Line Connections That Stay Tight– Without Nicking Line Wires



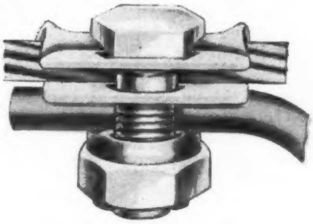
Con-Nec-Tites of the new Kearnalloy bronze are tough and mechanically strong enough to withstand high torque. Yet they are resilient enough to cushion against line wires and prevent nicking.

All Kearney Con-Nec-Tites have clean, uniform threads, thread lead pilots, V-groove surfaces in head and washer and correct slot width. Use tough, nick-free Kearnalloy Con-Nec-Tites for all types of connections.

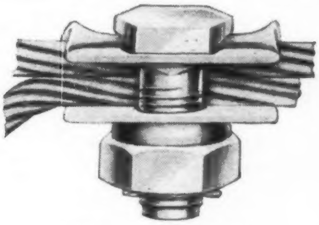
Eliminate Electrolytic Action—Use Plated Con-Nec-Tites



Copper to Aluminum



Aluminum to Copper



Aluminum to Aluminum

95

The cadmium plated Kearnalloy Con-Nec-Tites shown here prevent electrolytic action because the copper and aluminum wires never come in contact with one another. Use them to assure good conductivity and tight connections.

For Better Results

Specify Kearney Products

JAMES R. KEARNEY CORPORATION
OVERHEAD AND UNDERGROUND UTILITY EQUIPMENT
4224-42 Clayton Ave., Saint Louis 10, Mo. • Canadian Plant, Leaside, Ontario

IT CLICKS!

With today's price conscious public nothing clicks faster than the

"BIGGEST DOLLAR
in the washer field"
. . . the
AUTOMATIC WASHER DOLLAR

CHECK UP AND SEE!

Today's buyers are *shoppers*. They're looking for top dollar-value. That's why when they see what Automatic offers alongside any other washer costing $5 to $15 more, they choose the "biggest value in the field"—the Automatic Duo-Disc Washer—and are willing to wait for delivery.

More than 12,000 dealers have recognized the greater value and desirability of the Automatic Washer Franchise.

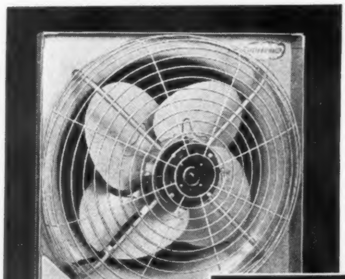
Write for name and address of your nearest Automatic Distributor.

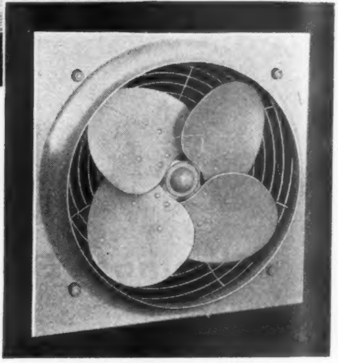
AUTOMATIC WASHER
"REG U S PAT OFF."
Made in Newton, Iowa Since 1908 by
AUTOMATIC WASHER COMPANY

Fresh-Air-Maker
direct driven
Exhaust Fans

★ ★ ★ Three fine models—12″, 16″, 20″ have been added to the famous Fresh-Air-Maker line and are ready for immediate delivery.

★





- **12″**
- **16″**
- **20″**

All 3-SPEED fans—fine performers with high air delivery and surprisingly quiet operation. They are attractive in design and beautifully finished all over in ivory. Complete with cord and plug and convenient 3-speed pull switch so fan can be located high up and speed controlled if desired. Wire guards and manually operated louvers optional.

FRESH-AIR-MAKER, QUALITY • MATERIAL • WORKMANSHIP • PERFORMANCE • PRICED RIGHT

★

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New Literature

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ELECTRICAL SOUTH

VOL. 27 AUGUST, 1947 NO. 8

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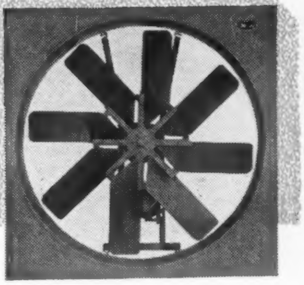


Profit Boosters

MODERN

Coolair TRADE MARK **Attic Fans**

PROFIT BOOST NO. 1

Dealer Training. **Authorized Coolair Dealers receive factory-supervised training in layout, installation, sales and service. Coolair pioneered this plan to help dealers do a better job for their customers . . . increase customer good will.**

PROFIT BOOST NO. 2

Coolair's Exclusive Design. **No other fan can offer all the features found in Coolair Fans. Patented sound-absorbing springs, famous eight blade design, precision manufacture, complete range of sizes up to 154,000 C.F.M. . . . bring unparalleled customer enthusiasm for Coolair Fans.**

PROFIT BOOST NO. 3

Sales Promotion for Dealers. **Large space newspaper campaigns listing dealers names . . . free newspaper mats for local advertising . . . store displays, folders and mailing pieces . . . radio scripts . . . installation manual . . . catalogs in the important Buyers' Guides for architects, builders, home-owners . . . constant advertising in trade publications . . . all are designed to help dealers in their selling job.**

THESE BOOSTERS are working for Authorized Coolair Dealers on a round-the-calendar schedule! They will continue to work for Coolair Dealers long after many of the common garden-variety of exhaust fans now on the market are gone. See *your* Coolair distributor at once . . . see that *your* wagon is hitched to a *rising* star!

AMERICAN COOLAIR CORPORATION Manufacturers

3604 Mayflower St. Jacksonville 3, Florida

TYPES

Single, Two, Three, Four and Five Gang Toggle Switch Plates
Single and Two Gang Duplex Receptacle Plates
Combination (Two and Three Gang) switch and Duplex Receptacle Plates
Blank Plates
Telephone Plates
Push Button Plates
Single Outlet Plates
Any combination of Standard Devices up to Three Gangs.

FINISHES

"ALUMINEX" BROWN
Baked Wrinkled enamel-hard and durable—in a beautiful shade of brown.

"ALUMINEX" IVORY
Baked wrinkled Enamel in Ivory to match devices.

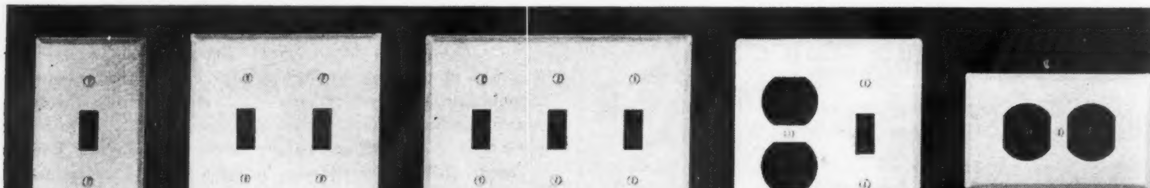
"ALUMINEX"
A patented, extra hard finish, having appearance of hammered silver. Especially suited for commercial jobs.

BRASS
.040 and .060 gauge.

POLISHED AND SATIN CHROME
Heavily plated on .040 and .060 gauge brass.

CHECK THIS LIST *for Your* FINISHING PLATE JOBS

For all your contracting jobs . . . beautiful breakproof D&M Finishing Plates. You can select just the type and finish you need to please your customers . . . D&M Plates are precision-built of pure aluminum or brass and finished to give years of good appearance. No chipping, cracking or breaking to cause replacements and waste time . . . Always ask your Electrical Wholesaler for D&M plates . . . Prompt Deliveries. Write Today for full details and prices.



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D & M PLATES

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Largest Manufacturers of Finishing Plates in the World
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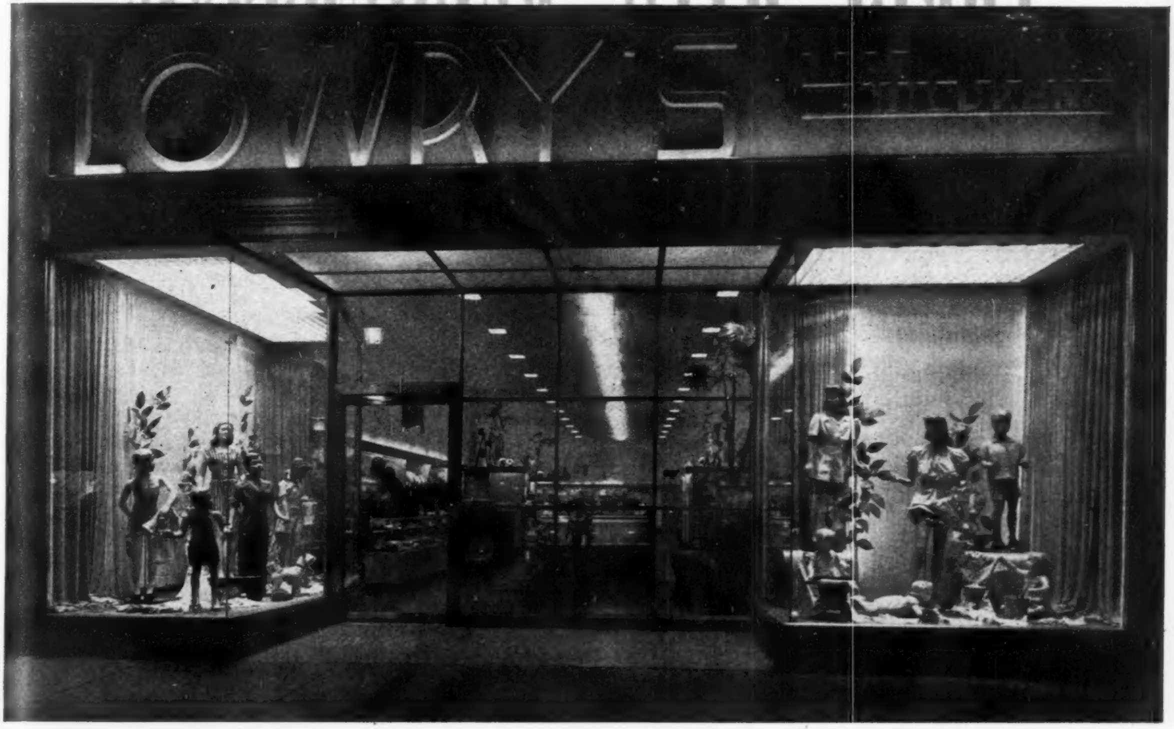
ELECTRICAL SOUTH

August
1947

MODERNIZING WITH LIGHT



By C. M. Cutler*

The first Store Modernization Show, held in June, was an outstanding success and lighting was its outstanding feature. This story on "Lighting that Sells" is one of great importance to the entire industry.

Lighting, properly applied, is a dynamic sales force because "Seeing is the Biggest Thing in Selling." It is an accepted fact that most—indeed about 80%—of our impressions reach us through our eyes. The emphasis today is on visual merchandising—with store fronts and windows, with packaging competing in design for eye appeal; and store layouts, fixtures, decorations and display facilities all conditioned by the knowledge that "the more your customers see, the more they buy."

Lighting is the most controllable factor in seeing. Its influence is important in many directions.

With light, the brightness of the display may be made as high as you choose in order to make it stand out from its surroundings. With the same amount of light all over the display, the contrasts are limited to the brightness of the lights and darkest objects or surfaces. Consider, as an example, white and black stripes on a card. If the white reflects 80% and the black 2%, the range of contrast is 40 to 1. If 10 times as much light is put on the white stripes, the range is increased 10 times, or 400 to 1. Thus, light gives greater range of contrast.

On the other hand, light may be applied to give dark objects brightness equal to that of lighter ones. For example, dark reflects 20% whereas the white reflects 80%. If we put four times as much light on the gray, it will have the same brightness as white.

Light is the most controllable factor in seeing. Further, it may be directed to create soft shadow or sparkle or dramatic highlight. Colored

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*** Mr. Cutler is an illuminating engineer with G. E. Lamp Department, at Nela Park, Cleveland, Ohio. This article is adapted from a talk presented at the Store Modernization Show in New York City, June 7.**

Steps*	Maintained Illumination in Foot-Candles	Area for which Step is Suited
1	20 (15-30)	Circulation areas, wide aisles, elevator lobbies, escalators, spaces not primarily for merchandising.
3	50 (30-70)	For merchandising areas, where goods are examined and purchased.
5	100 (70-150)	For wall case and counter displays of impulse items.
10	200 (150 and up)	For featured displays to be given special emphasis.

*The 1-3-5-10 formula is a guide for providing modern sales lighting.

light provides an additional dimension in contrast and appeal.

To realize such lighting values fully in stores requires more than new lamps and novel lighting fixtures. For real lighting modernization, you need an installation designed to serve the basic merchandising functions, which are:

1. Attraction

To arrest the attention of passing traffic

To leave an identifying impression

To pull shoppers into the store

To make them notice more things

To influence circulation, giving full sales value to the entire store area

To accent featured items and thus achieve larger sales-per-customer

2. Appraisal

To allow customers to examine the merchandise with ease by enabling them to see quickly and accurately for faster buying decisions.

To create conditions which allow faster, easier identification of stock, fewer errors by salespeople.

3. Atmosphere

To help make the perimeter and entire space appear to the best advantage.

To impart a pleasant, distinctive atmosphere so that the store will be remembered and customer preference established.

Lighting specifically for these purposes means more sales-per-customer, more sales-per-square foot of space, more sales-per-staff member, per dollar of expense and investment—and, therefore, greater net profit. This is lighting employed as a dynamic sales force, rather than as a general utility—merely an item of operating or janitor expense. Should lighting be classed with such things as water supply when it is the factor that determines what your customers see, and to a considerable extent, what they buy?

Application of light for these purposes involves not only illumination as such, but the creation of a pattern of significant steps of brightness and color—in ratios to control attention and introduce the change-of-pace and variety that is the basis of interesting atmosphere. Representative of modern practice for most stores, is the scale of values shown in the accompanying tabulation.

To illustrate the way in which lighting can be adapted to the needs of modern retail merchandising, let's examine some pictures of a well lighted store. The objective of the lighting plan for this store, as it should be for every store, is the most effective utilization of light as a merchandising force. Hence, not only was illumination adequate in quantity and appropriate in quality required for accurate appraisal and quick-buying decisions, but an attention-compelling and stimulating brightness pattern had to be developed.

One element of the foundation system is the diffused general lighting produced by a continuous row of fluorescent luminaires. The average illumination therefrom measured about 25 foot-candles at counter level. Note, however, two other important results: (1) Light from the open sides of the luminaire adds desirable brightness of the side walls, (2) When this system is used alone, the light is so uniformly distributed as to result in a monotonous, uninteresting room appearance . . . a result typical of many exclusively general lighting systems even at higher illuminations. It's the same kind of lifeless effect found outdoors on an overcast day.

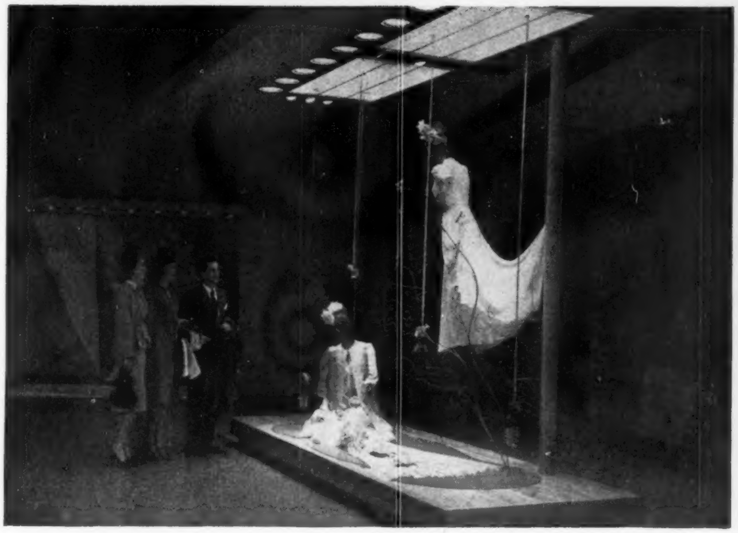
The other foundation system (the incandescent system) produces about 15 foot-candles, average, with entirely different characteristics. A warmer color quality and the shadows, relief, and highlights that produce modelling and interest, better revealing form and

This store interior features the advantages of combined incandescent and fluorescent lighting. The continuous row of fluorescent luminaires provides diffused general lighting but the incandescent system adds punch, snap and interest through the highlights and modelling effect.

texture of goods and materials.

Used jointly the two foundation lighting systems furnish about 40 foot-candles of a color quality favorable for examination of goods. To cool, diffused illumination is added the punch, snap, relief of directed light . . . more nearly of the stimulating quality of a sunny day.

But the foundation lighting, appealing though it is, provides none of the significant variations of brightness necessary to catch the shopper's eye and focus attention on featured merchandise. For this purpose, the higher steps of illumination are introduced with show cases at 100 foot-candles, and with up to 200 or more foot-candles on the featured item at the rear.



This show window demonstration unit at Nela Park illustrates one method of obtaining flexibility in lighting. The combination of fluorescent and incandescent lamps permits a wide range of striking effects.

This well-lighted hat bar illustrates the functional application of light for selling. The elements that make up its lighting include basic lighting, attraction lighting, appraisal lighting, and atmosphere.

The perimeter lighting unit is a simple shield for a continuous row of fluorescent lamps. It illuminates goods in the wall cases, makes the room more cheerful by reason of the brighter walls and ceiling edges and adds something to the illumination of vertical surfaces in the space generally.

When foundation and supplementary systems are combined, well-rounded lighting for selling results, making every part of the store and its appointments fully effective for moving merchandise. Note that the important steps "3-5-10" of the "1-3-5-10 Store Lighting Formula" are employed; since aisles are narrow circulation space, they do not come in for separate treatment.

When open for business, the use of all interior lighting with its distinctive pattern reveals through the glass front not only the specific displays, but the whole atmosphere and individuality of the store. The abundant illumination in the show windows is available for minimizing daytime reflections. (See page 25.)

For outstanding display at the sidewalk, the two small windows are brilliantly lighted—to some 750 foot-candles. In these, about 13 kilowatts are used—thirty-two 40-watt fluorescent lamps and seventy-three 150-watt reflector spots, above louvergrid ceilings, and eight more 40-watt fluorescent lamps transilluminating the background panels of corrugated glass. The sign is lighted by four rows of cold cathode fluorescent tubing and the luminous soffit element of fluted glass contains a dozen 40-watt fluorescent lamps. After store hours, the effect may be augmented by keeping on also the varied, colorful display elements of the lighting system.

The bulk of foundation illumination will be provided most efficiently and comfortably by fluorescent lamps in arrangements of luminaires or lighting fixtures fitted to the particular store. In a narrow store with high ceiling, these luminaires might consist of the simpler types with exposed lamps of moderate brightness, arranged lengthwise to present the least distraction from merchandise and provide good illumination for vertical wall displays. However, in most stores, higher brightnesses on the displayed stock, with lighting for floor- and wall-case, direct attention to merchandise.

But in most cases, some re-direction of the light and some form of shielding—by reflectors, translucent shades, or louvers—are indicated for most effective utilization of the light and for concentrating attention on merchandise instead of an obstrusive lighting equipment. The trend is toward lines or patterns of luminaires, recessed in, mounted on, or suspended close to the ceiling as the particular conditions indicate, with luminaires, designed to be efficient and simple to clean and relamp. In many shops, individual suspended luminaires form the pattern and provide adequate quantities of selling light. In addition, feature displays can be accented with reflector lamps with 2½ or 3 times as much light to give attraction value.

The entire ceiling may be the lighting system as in a louverall installation. Fluorescent lamps above louvers can provide the general illumination. Such a system may be increased in illumination by adding more rows of fluorescent lamps and still maintain the same appearance. This is often a good solution when ceilings are cluttered with ducts, pipes, etc. Reflector lamps above can be aimed through louvers to accent wall displays. The louvers are arranged in

(*Continued on page 88*)

Merchandise and Store Diversification

A variety of appliance stores as well as merchandise will be Rothman Radio and Appliance Company's answer to the competitive situation expected soon. This aggressive organization is now operating four stores in the St. Louis area—each designed to serve a special class of retail trade.

ELECTRICAL MERCHANDISE diversification—not only in the lineup of brands and appliance types themselves, but actually in a variety of stores—is the means by which Rothman Radio and Appliance Company, St. Louis, Missouri, plans to solve the problems of competition, outside selling and shopping convenience in its area.

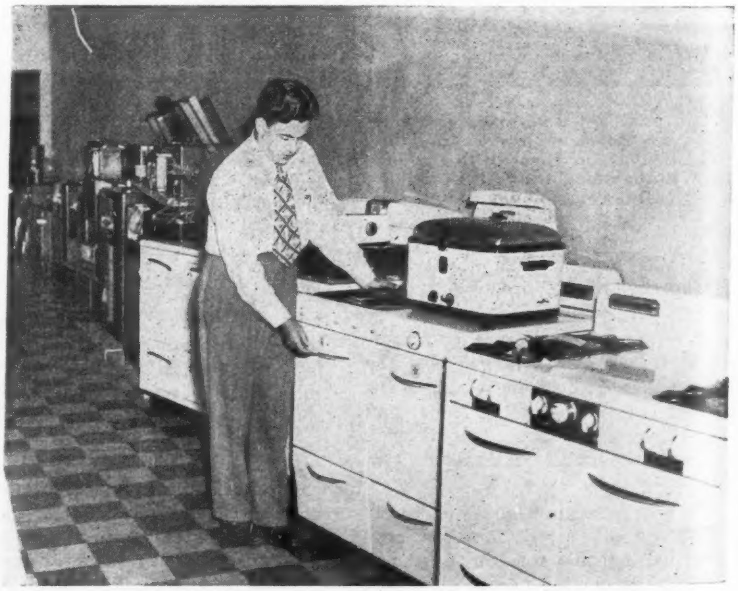
"We're putting our eggs in many baskets," says I. Rothman, who with brothers Joe and Milton heads up the chain of four stores. "While the individual one-location store has a lot of advantages, we're convinced that such a store is limited to selling merchandise to match the buying habits of its specific neighborhood — with little or no leeway one way or the other. On the other hand, by breaking our appliance merchandising program down into a series of stores, each featuring separate specialties and located in an entirely different type of neighborhood, we believe that we can get the best overall coverage."

Owners now of four of the most efficient major appliance stores in St. Louis, the Rothman organization started out 20 years ago as the Rothman Tire Company. In 1927, along with selling new truck and passenger car tires, the Rothman Brothers began to see possibilities in refrigerators, ranges, and washing machines, which, at that time, were still in the "deluxe" classification. The company was the first retail organization in St. Louis to present time-payment plans with no carrying charges, and when it was found that this policy upped tire sales into larger units, it was determined to add a major appliance line. The Rothman brothers went to one of the large radio manufacturers and were awarded a franchise which they have held continuously ever since.

"We got out of the tire business 12 years ago, when we found that appliances, radios, records, etc., were a lot more profitable," Mr. Rothman said. "In fact, installing a radio service shop, we found that we had more service business than we could handle, and opened a second store, both featuring comprehensive radio service and appliance sales."

Because of the competitive nature of appliance merchandising 12 years age, both Rothman stores were forced to use an outside crew of five salesmen with a salesmanager, and to cover the entire city from a mid-town location. In addition, the brothers used display advertising, classified advertising, doorbell ringing, night sales calls, etc., to attract traffic. "We got our prospects from a combination of all of these," Mr. Rothman said, "but we experienced enough difficulty with managing a sales crew, traveling many miles to see prospects, etc., that we determined eventually that we would 'take the store to the customer' rather than depending upon sales crews to bring them in."

World war II provided the perfect opportunity. When the war came along, the Rothman brothers cut their organization to one small store on Washington avenue in mid-town St. Louis, and concentrated on service. With little or no appliances available for sale, the outside crew was disbanded. Along with service, however, the Rothman brothers "cornered the market" on automobile seat covers. At a time when everyone was



Isadore Rothman, one of the three brothers operating the Rothman Radio and Appliance Company, of St. Louis, with a typical range display in the Washington Avenue store, one of four now in operation.

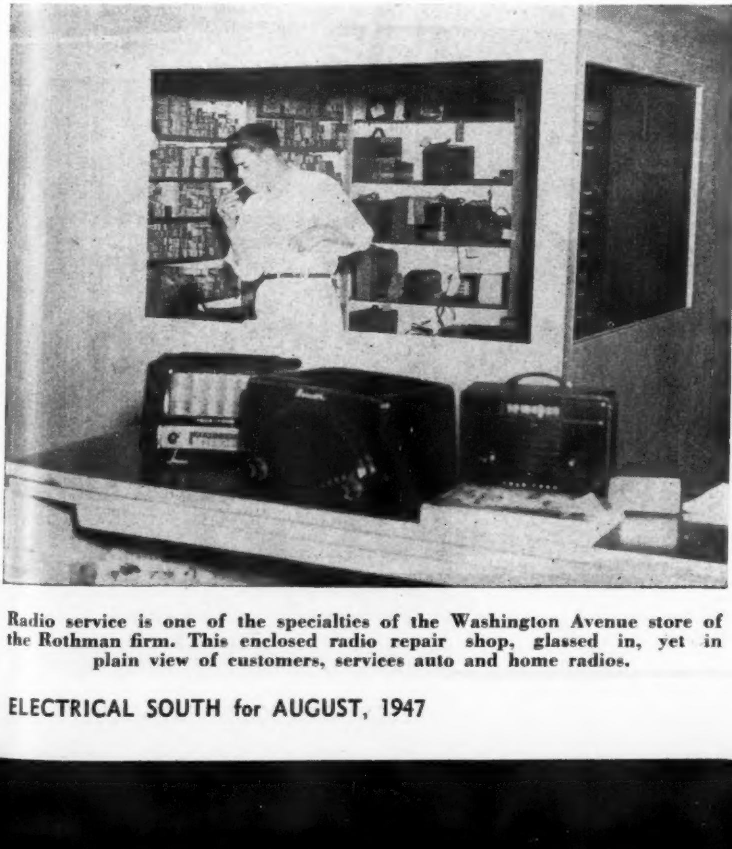
This spacious record sales corner of the downtown Rothman store produces tremendous store traffic. Specializing in records and small appliances, the store has had good results from advertisements in local papers which include a check list of the newest and most popular recordings.

feverishly disposing of automobiles through fear of gas and tire rationing, etc., I. Rothman drew a deep breath and "plunged". He bought seat covers from every distributor in the city, and almost every manufacturer in the country, for the most part at "distress prices". Enough sales volume was achieved from seat covers and radio service to keep the store staff intact, and actually showed a profit equivalent to the best appliance year of the past.

Rothman brothers spent the war months planning a "chain operation" to do away with all the drawbacks of appliance merchandising in the prewar period. "What we had in mind was to bring a neighborhood type of store into the prospect's home area, with the advantages of chain operation, buying power and financial background," Mr. Rothman said. "At the same time, instead of putting all our eggs in one basket, we were able to set up diversification that we couldn't achieve in any other way."

The result of this line of thinking was three new stores opened in less than one year, representing an investment of over $100,000. One is located on South Grand Avenue in a residential district, one on Washington Avenue in the automobile-row area, another on Delmar in the better income district, and a fourth in the heart of the congested downtown district.

The three brothers, all competent appliance merchandising men, are not wasting their skill in a "headquarters operation." Instead, each of the brothers operates one store, and each is a specialist in a particular line.

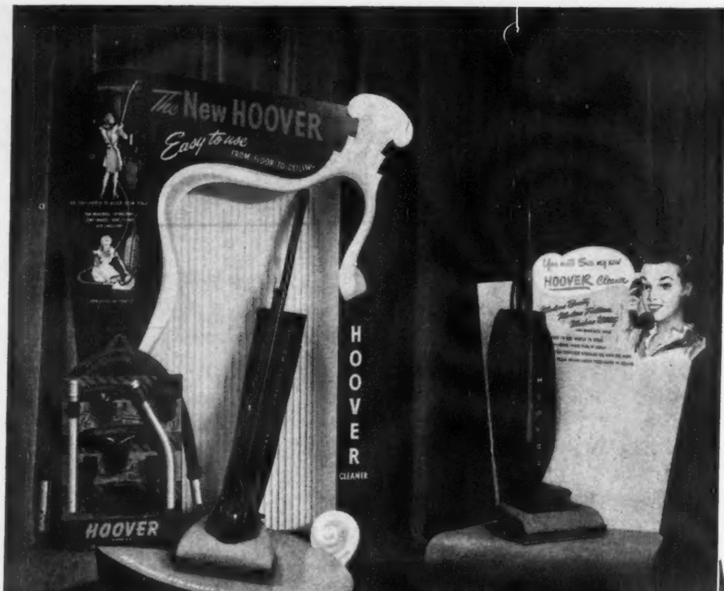


Radio service is one of the specialties of the Washington Avenue store of the Rothman firm. This enclosed radio repair shop, glassed in, yet in plain view of customers, services auto and home radios.

Diversification has been carried out to a high degree. Probably the only similarity between Rothman Radio and Appliance Stores is that all of them carry appliances. The Washington Avenue store features one of St. Louis' largest radio repair shops, for both drive-in automobile service and home radios, combined with appliance sales. The downtown store, exposed to peak traffic, is devoted entirely to phonograph records and traffic appliances. The Delmar Avenue store, in West St. Louis, is "diversified" through records, small appliances, and major appliances. On South Grand, with plenty of space, service, records, small appliances and major appliances are all featured. "Each store is set up according to the neighborhood—what we can sell the most of," Mr. Rothman said.

While each of the four stores represents a powerful entry into appliance competition, records lead the way for the most part. Three of the stores carry a record inventory in excess of $20,000 each, with the heaviest volume, of course, contributed by the downtown store, where a constant stream of traffic results in swift turnover. Every store carries records all the way from children's training re-

(Continued on page 92)


The New HOOVER
Easy to use
FROM FLOOR TO CEILING
HOOVER
CLEANER
HOOVER

SILENT

SILENT, yes, but tremendously effective in helping dealers bridge the transition between sellers' market and buyers' market are the sales promotion display helps which manufacturers are making available to their dealers.

Display aids are no substitute for properly trained salesmen, but the informative type of display material now available can supplement the story of the salesman and give punch to the principal features of the equip-

The cleaner display at the upper left presents the appliance in a way to enhance its appearance and design, and it drives home important points in use of the equipment to fulfill the modern housewife's cleaning needs from "floor to ceiling."

It's always a sunny day
... with a BENDIX Dryer
Saves you!
clothes!
all you do
2. Set controls
3. Take out dry clothes

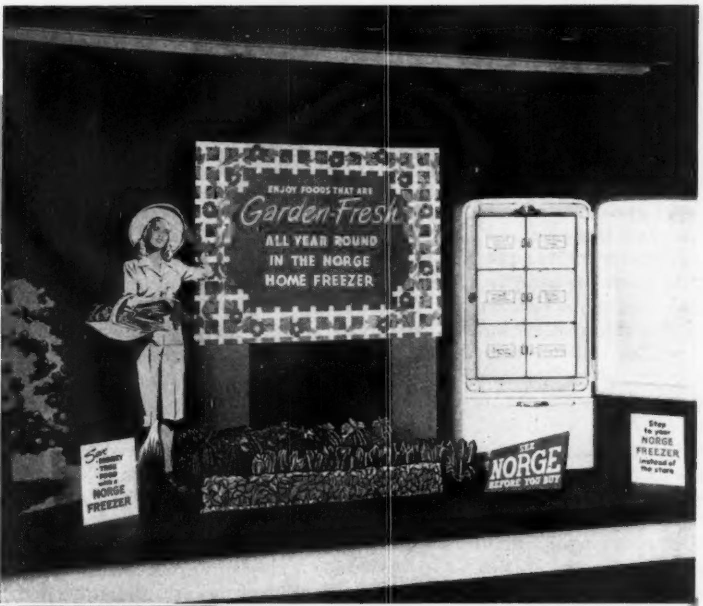
The washer display material at the left tells a two-fold story: what the washer will do—and how to do it. Words are impressive but the how-to-do it pictures will often register when words don't.

EVEN HEAT
PROCTOR
NEVER-LIFT
IRON
THE IRON THAT LIFTS ITSELF!

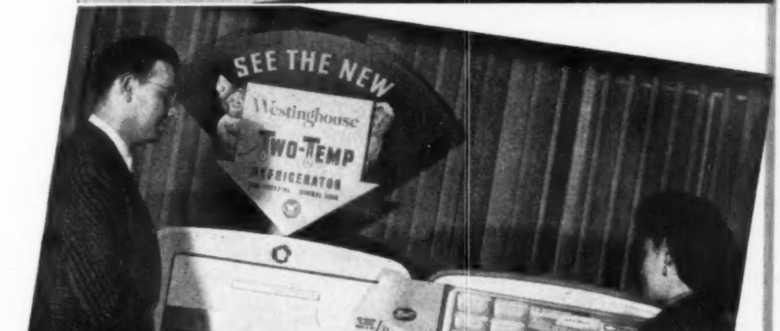
To the shopper who is "just looking," the counter card at the right describes in pictures the special features of this iron.

T SALESMEN

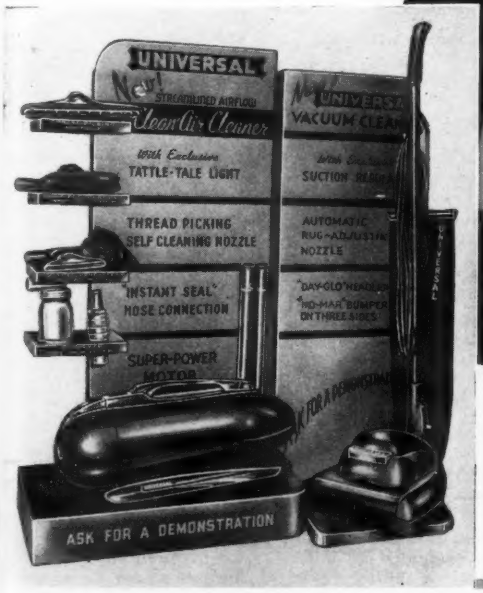
ment on display. Only a qualified salesman can induce the prospect to discuss her specific needs, and lead the prospect up to the point of sale, but effective display material, designed not only to attract attention but to present a terse sales story in pictures, will register a photographic impression that will be remembered long after the salesman's words have been forgotten. Some typical displays are shown here.


ENJOY FOODS THAT ARE
Garden-Fresh
ALL YEAR ROUND
IN THE NORGE
HOME FREEZER
NORGE FREEZER
SEE NORGE BEFORE YOU BUY
Stop to your NORGE FREEZER instead of the store

The platform or window display featuring the home freezer, at upper right, interprets use value in terms of the prospect's seasonal needs. Here the freeze is tied in with the home vegetable garden. It tells an important story in full color.


SEE THE NEW
Westinghouse
TWO-TEMP
REFRIGERATOR
SUB-FREEZING
NORMAL COLD
FOOD STORAGE

The nine-color poster on the door of the refrigerator at the right is an effective and economical substitute for a refrigerator filled with real food. The text points up outstanding features.


UNIVERSAL
New!
STREAMLINED AIRFLOW
Clean Air Cleaner
With Exclusive
TATTLE-TALE LIGHT
THREAD PICKING
SELF CLEANING NOZZLE
"INSTANT SEAL"
HOSE CONNECTION
SUPER-POWER
MOTOR
ASK FOR A DEMONSTRATION

Cleaner attachments get special treatment in the display shown here. The brief sales message on special features lead to the sale-producing mention of a demonstration.

HOW TO SELL THE FARMER

Actual facts are your best bet in approaching these careful buyers

A THOROUGH, carefully planned "briefing" for salesmen who plan calls on farmers for the purpose of selling farm electrical equipment and electrical home appliances and judicious use of this information during the interview has enabled the Modern Electric Supply Company, Columbus, Miss., to capture the cream of the rural electrical appliance business for itself and build this type of sales to nearly 25 per cent of total retail volume.

Ed Doughty, owner of Modern Electric, and a farm owner himself, will not permit a salesman to contact any rural prospect until all possible effort has been made to learn the exact type of electrical equipment needed by the individual, the conditions under which it must operate, and if practical a little personal information regarding family members or hobbies, lodge activities, and the like.

Mr. Doughty has found that approaches made through common interests or accurate knowledge of the prospect's needs and problems are consistently more effective than any type of sales literature or "technique" that might be available. Chiefly, he believes, the salesman must understand the prospect's problem and be able to show clearly how the appliance will reduce work or cut costs. Show a man that he needs what you're selling and you don't need any sales talk or folders," says Doughty.

At present, Mr. Doughty does considerable selling himself and one of his salesmen, W. A. Poe, an ex-G. I., devotes a substantial portion of his time to contacting farmers and farm owners. Both Poe and Doughty check regularly through various channels such as building contractors and supply houses, butane gas dealers, plumbing establishments, and the like to develop new leads on new home builders, farmers planning new barns or feed houses and similar improvements. After a prospect is discovered, one or both men attempt to learn through their informant or from friends, neighbors, or other business establishments, the exact nature of the project and any obstacles which may be encountered.

When this is done the men are "fore-armed" and have ready an accurate, intelligent answer for any question the farmer may fire. They will not waste valuable time attempting to sell a piece of equipment that would be too small or too large for the job, and they are not forced to take up extra minutes querying the prospect as to his exact needs. Mr. Doughty has found that rural buyers appreciate this extra effort and will listen more readily to what he or his salesmen have to say.

Recently, for example, he learned that a prosperous farmer living a few miles from town had become interested in electrifying much of his home. Before going out to visit the prospect he learned that he was married, that he did a certain amount of home canning and curing, and that his financial status was such that he could afford the best merchandise in the store. Before Doughty had left the farmer's home, he had orders for $1800 worth of electrical equipment, including a home freezer, a washer, a hot water heater and an attic fan.

Doughty sells milking machines. Most of these contacts are handled by his salesman, Poe. Poe has some knowledge of dairying and dairy practise and when he arrives for a demonstration he usually knows whether the farmer's herd comprises guernseys, jerseys or herefords and can discuss the relative merits of each stock.

Since Doughty owns a small farm, he is enabled to develop a common interest with farmers he approaches and can speak authoritatively when he describes labor and operating savings of the various equipment he sells. He uses this advantage to the fullest extent possible, referring to his own experiences with the equipment.

When he knows the prospect personally or by sight, Doughty has found it advisable to contact the individual on one of his trips to town instead of at work. Farmers frequently are so absorbed with their work and personal problems while "on the job" that they fail to listen attentively to a sales presentation, he has discovered.

Farm Chore	Manhours Saved
Water System 35 hours per month pumping water and watering cows—2 months	70
Sharpening Sickles 12 sickles, 1½ hours each	18
Washing Clothes 3 hours saved per week. 12 hours per month, 8 months	96
Ironing 1 hour per week, 4 hours per month, 8 months	32
Lights 3 hours saved per month cleaning and filling lamps, 8 months	24
Cleaning Wheat	5
TOTAL	245

Here are examples of actual savings in manhours on one typical farm. Savings of this kind can be evaluated in dollars and cents, and such factual information is always helpful in selling electrical equipment for farm use.

When they are in town, however, their minds are free from most of these distractions and they consider with more interest any facts that are given them. Therefore Poe or Doughty often station themselves on busy Columbus street corners during Saturdays and watch for farmers and their wives who are known to be in the market for electrical equipment.

If these persons are seen, they are invited down to Doughty's new, streamlined store in suburban Columbus or to his branch uptown store where they are shown the equipment and presented with sales literature. If the prospect is unable to stop at the time, he is asked for a "date" when Doughty or his salesman may contact him either on his farm or at home and present the story of their merchandise Farmers appreciate this gesture and express gratitude for not being disturbed while in the midst of an important chore at the farm.

Another Doughty method of winning farm trade has been through installation of full-length backless windows across the entire front of his huge suburban store. The store is located on an important artery to several rural districts and is passed by a considerable number of farm families each week. Such items as milking machines, attic fans, home freezers, hot water heaters, washers, and electric churns are placed near the front of the store so that they may be easily seen by passing motorists. Extra visibility of merchandise helped Doughty sell twelve electric churns in a little less than two months.

Doughty sponsors a daily 15 minute radio show direct from a specially built studio at his store and beams a good number of these unusual programs to the rural public. He believes radio promotion is more effective for securing farm trade than newspaper and direct mail promotions due to the fact that farmers and farm wives often listen to the radio while working whereas they often fail to find time for reading newspapers. The program includes popular music, interviews with store customers and a telephone "quiz" in which listeners may compete for cash prizes by answering questions asked by the announcer.

Biggest farm sellers for Doughty have been refrigerators and attic fans. Approximately 50 per cent of all refrigerators he sells go to rural homes. Attic fan sales ratios are nearly identical. Unlike many dealers, Doughty did not refuse business from rural customers because cash payment could not be made. He has consequently won the esteem and friendship of large numbers of rural residents.

To rural customers who come in to

(*Continued on page 90*)

Dealers sometime overlook many of the little day-to-day tasks that consume hundreds of hours of valuable time in the farmer's year . . . sharpening his tools, pumping water, cleaning lamps, etc.

DEMONSTRATE TO SELL

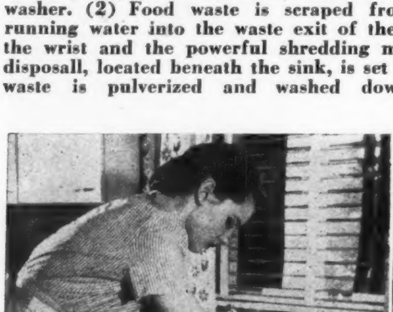
MODEL KITCHENS that actually can be demonstrated are fast becoming a part of every aggressive dealers sales technique. An automatic electric sink provides a type of equipment that is particularly subject to effective demonstration. Prospects will find particular interest in the operation that shows how food waste is disposed of at the sink. Followed by a dramatic demonstration of the washing of dishes, as well as pots and pans, glassware and silverware, such displays have the advantage of prospect participation under homelike surroundings.

1

2

3

(1) When pots and pans have undergone a thorough cleaning they are removed dry and shining from the dishwasher. (2) Food waste is scraped from dishes under running water into the waste exit of the sink. A twist of the wrist and the powerful shredding mechanism of the disposall, located beneath the sink, is set into action. Food waste is pulverized and washed down the drain in the form of a watery pulp. (3) Silverware is placed in a basket in the center of the rack with plates and dishes arranged in the dish rack with wire dividers pitched to provide maximum washability for each dish. Knife and fork handles are turned down to expose ends for thorough cleansing. (Photos courtesy of Hotpoint, Inc.)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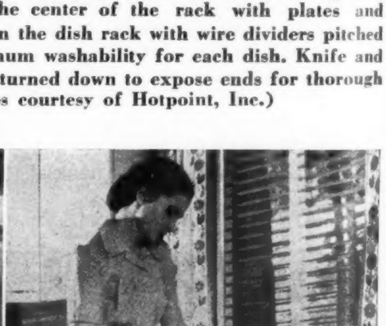
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(4) The front-opening dishwasher leaves the sink work-surface free for loading the upper tray with cups, saucers, glassware, and other smaller items. The tray is then placed in the machine. (5) A spoonful of detergent is placed in the receptacle in the left corner of the washer door; the door is then closed. (6) When the button is pressed, dishes are out of sight and out of mind until again needed; the dishwasher provides a convenient cabinet for storing dishes when not in use. This machine has a Calrod heating unit to dry the dishes in circulated air.

R. W. Pritchard, left, of Cumberland Electric Company, Winchester, Tenn., anticipates a marked increase in installment buying of appliances. With many new home appliances available, such as the home freezer he is demonstrating here, and with living costs increasing, he believes that it will not be long before a substantial percentage of appliance sales will be sold on credit.

How Will You Finance?

Rapidly increasing installment buying is focussing attention on financing plans.

As AN ELECTRICAL appliance dealer, you know that installment buying, with all its attendant troubles for the independent dealer, is back to stay.

You know that installment buying, properly controlled, is good, and you will generally agree with most other dealers that it can be one of the biggest sales-boosters for the electrical retailer.

But the headaches are many and the money losses may run high—the clerical work may be involved and the sales low—all because of an improperly administered plan for financing installment buying.

Would you like to be your own credit manager?

"Sure," you will answer, but you will be quick to point out that the average independent appliance dealer does not carry the capital to handle all of his own financing, nor does he generally find it feasible to cope with the many problems of collections.

Yet the advantages of being your own credit manager are obvious—as a dealer you know the people of your own community and are in a better position than any other person in the world to determine your customer's credit standing. You can do it many times while the sale is being made, and before the customer has a chance to "cool off" from your sales talk while a formal credit investigation is being conducted.

One dealer, in the town of Winchester, Tennessee, presently finds himself planning to take advantage of what he considers a very workable plan being offered to many dealers in Tennessee, parts of Kentucky, and North Alabama.

R. W. Pritchard, in partnership with W. Frank Smith in the Cumberland Electric Company in Winchester, believes that the present plan of financing offered to him has all the advantages of the former government electrical financing plan (the old Electric Home and Farm Authority, which went out of existence in 1942) and obviates many of the disadvantages.

"I am a firm believer in installment buying," Pritchard says, "I am convinced that it is often the best method of purchasing for many buyers who actually could pay cash, for it saves tying up their money in fixed assets, when that money might be more useful elsewhere."

On many commercial heating and refrigeration installations, Pritchard advises businessmen to finance the purchase and put the rest of their cash to work for them. Under his financing there are no payments of unearned interest—the customer may liquidate his debt at any time he desires.

Pritchard has been in the business of selling electrical equipment and appliances since 1924, with many years of work for the old Tennessee Electric Power Company, and he finds that this experience aids him in determining proper financing methods.

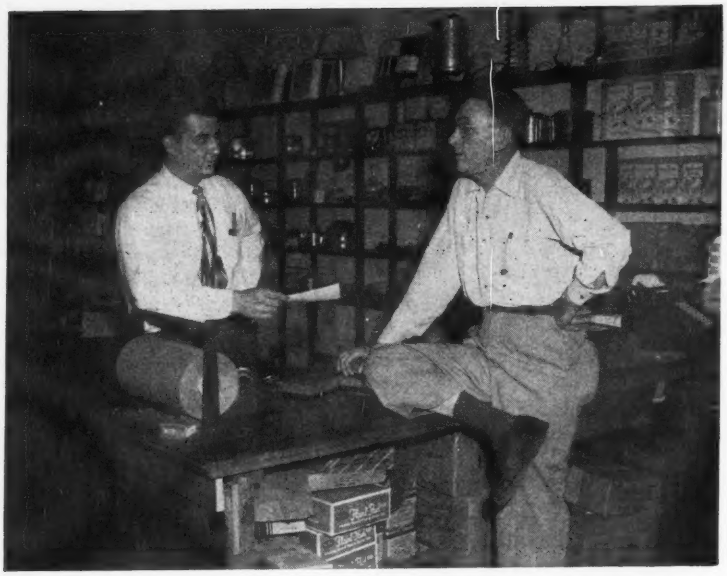
The plan of financing Pritchard describes is that offered by the Pioneer Bank of Chattanooga. This bank has worked out a complete plan of financing on electrical appliances with the idea of attaining a volume financing business, and at the same time serving the dealer, the consumer, the bank itself, and the whole electrical industry.

This bank has obtained contracts with large numbers of municipal electrical utility companies and with REA co-operatives in Tennessee, north Alabama, and in parts of Kentucky. The contract with the utility provides that the locally operated electric company, be it municipal or REA, will add the monthly payment on the appliance to the monthly consumer electric bill, and remit same each month in an itemized statement to the Pioneer Bank. For this service the bank pays a flat rate of $1.00 per contract to the utility, plus 12½ cents per month per contract to cover the clerical expenses.

"I find that this is one of the best methods of collecting monthly payments on appliances that has been devised," Pritchard says. "The consumer will seldom, if ever, pay his light bill without paying the appliance payment."

Field Representatives

The Pioneer Bank has pushed the plan in these areas—trained field representatives contact the appliance dealer regularly to offer him help, advice, and any other assistance he might need. The dealer receives his lump sum payment immediately after the sale (within two or three days), upon clearance of the proper papers. No credit investigation is made upon the customer except that made by the



W. J. Stribinger, field representative of the Pioneer Bank, of Chattanooga, discusses financing plans informally with Mr. Pritchard, of the Cumberland Electric Company. These representatives keeep in close touch with dealers.

dealer himself and a check by the utility company to see if the electric power bill of the prospective buyer has been paid regularly. The dealer assumes the responsibility of determining any further information on the credit risk of the buyer—and of course, the contract with the bank provides that the appliance dealer will repurchase the appliance if the consumer defaults and no collection can be made. This serves to give the dealer responsibility for his own decisions.

"In effect," smiles Pritchard, "it makes him his own credit manager."

This plan offers the advantage to the dealer of being his own credit manager without forcing him to make collections. Collections are made by the utility company on an organized basis. Those customers who do not pay the appliance bill along with the light bill—an extremely rare occurrence—are turned over to the bank for collection.

The Pioneer Bank then sends a trained collector out to make collection. "The advantages of this are obvious," says Pritchard. "The collector's object is to get the money, not reclaim the appliance, and it takes special training to be able to do this. Any bill collector can go out and say 'Give me the money, or return the appliance'—but too often the delinquent will actually return the appliance, to the loss of the dealer. The Bank simply takes away all the worries of making collections."

Not only does the plan benefit the dealer directly by relieving him of large responsibility, but it can certainly benefit him indirectly by making it easy for the customer to finance, thus increasing the dealers' sales.

The interest rate on the Pioneer Bank plan averages about 5.7 per cent —lower than that collected by some dealers who are doing their own financing. The dealer does not have to figure this for each purchase, for he is provided with chart that shows the rate of monthly payments on the unpaid balances, with interest distributed over these payments.

"Most utilities benefit from the plan and are in favor of it because it assists them in whatever load development plan they have, and will continue to give them new customers from the sale of appliances. Then both the utility and the dealer are offering a public service in providing a plan that affords the consumer an easy and cheap method of financing the purchase of needed appliances."

The Pioneer Bank, of course, does not deal blindly with all dealers. If a dealer attempts to divide his financing, giving his best risks to one type of financing, and his worst to the bank, then the bank would be forced to drop him quickly, for the only way the plan is workable to the bank is in the large scale volume of business, with good risks and bad taken together, and with a small margin of profit on each contract.

The large volume of business will enable them to maintain the overhead of proper field service to the dealers. Three field representatives are now employed by the bank and stay on the road in contact with dealers, and this group is expected to increase to seven or eight with the increase in installment buying that lies in the immediate future.

These field representatives offer complete financial advice to the independent dealers. They provide a ready check on the details involving credit risks about which the dealer is doubtful. They can help to keep the dealer from over-extending his credit load, help him attempt to get substantial down payments so that the consumer will have enough equity in the merchandise to want to keep it. Of course, the down payment presently remains one-third under Regulation W. Pritchard does not think that one-third down is too high, but he does hope to see an early relaxation of the requirement that all installments be crowded into 15 months. "Sometimes you simply can't make the payments low enough to make a sale, on the 15-month basis," Pritchard says.

The bank receives a copy of the dealer's annual financial statement, and from this is able to ascertain the dealer's status, and is able to offer such suggestions as might be mutually helpful.

Pritchard finds the plan definitely helpful to him at this time when jobbers have been giving him a lot of merchandise that has remained on the floor for some time—tying up his capital with slow-moving goods.

Plan Builds Goodwill

Then too, the plan is helpful in creating good will among customers in rural areas, many of whom would not be accepted as credit risks by local banks, and yet whose credit for such appliances would be perfectly good if the bill were added to the light bill. Many of these customers resent the lengthy credit investigations upon themselves and their families for the sake of purchasing an appliance, and the attitude develops: "If I've got to go through all that red tape just to buy an appliance, I'll do without." And the dealer sales take a beating.

Another good feature of this plan is that the records of collections are always available for the dealer to see —they are not off in some other city. This is of great advantage in the small or medium-sized town. Anytime the dealer wishes to check the collection status on any of his sales, all he has

(Continued on page 90)

5 Ways to Sell Electric Cooking

By H. M. Parsons*

WOMEN are not as much interested in what an electric range is made of as they are in what it can do for them. They do not want to know the cold, fundamental facts that it is made of steel, wires and other materials, but they insist upon knowing that it will stand up against the times, and will carry out the various cooking operations with ease and quickness.

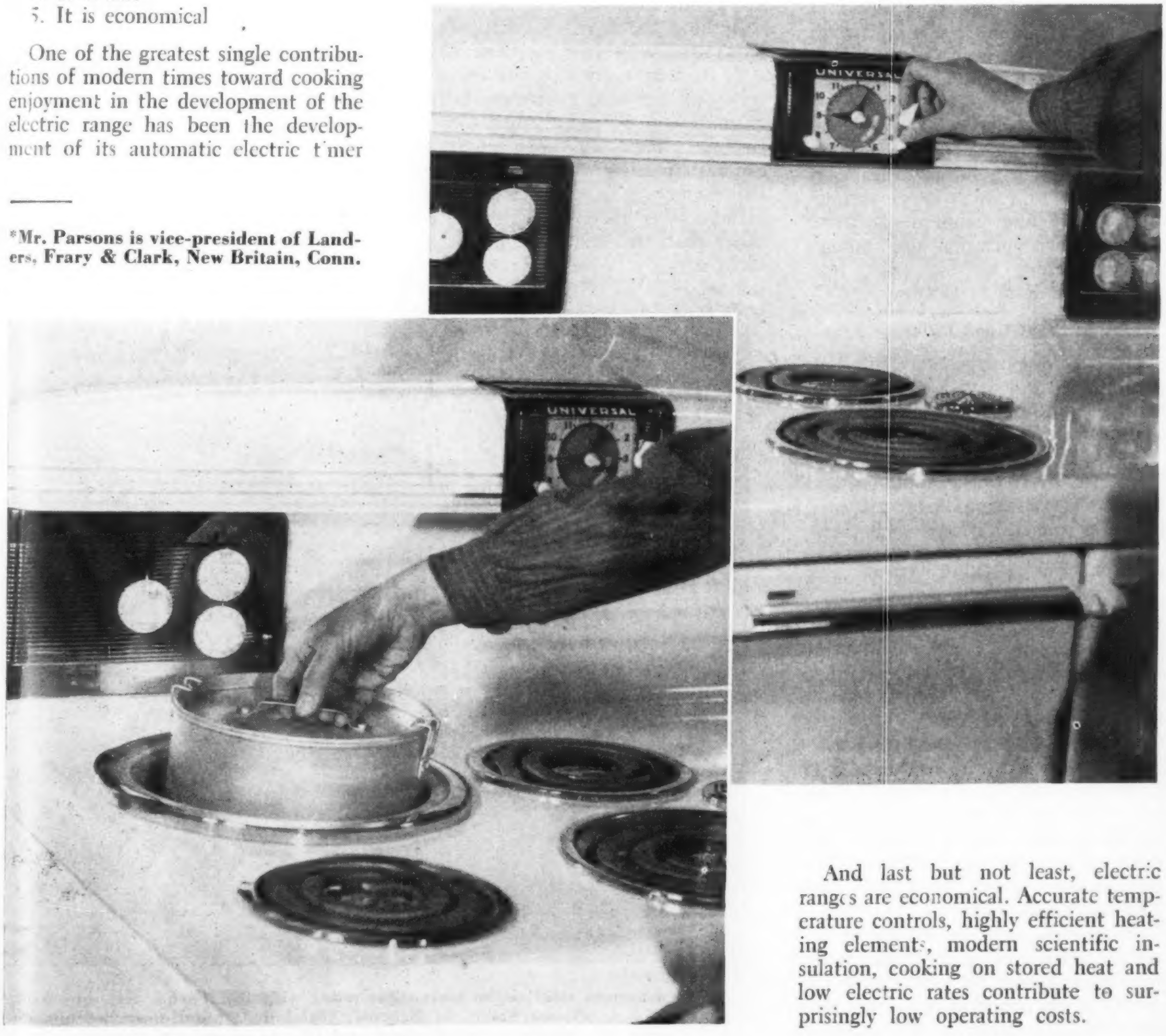
In selling electric ranges, dealers should concentrate on five fundamental features which appeal to women, and which are found in the modern electric range.

1. It is automatic
2. It is clean
3. It is safe
4. It is fast
5. It is economical

One of the greatest single contributions of modern times toward cooking enjoyment in the development of the electric range has been the development of its automatic electric timer and oven temperature control. Women will want to know about this timer and temperature control, which allows a meal to be prepared in advance, placed in the oven and cooked "to a turn" unattended during their absence from home. This feature, if no other, should immediately appeal to the homemaker, who will realize the ease with which she can carry on her cooking tasks as well as the time made available for other things.

The modern electric range is clean. In the first place there is nothing about the range, or its uses that can create dirt or muss of any kind. There are no fuel odors or sooty pots and pans. Surface units on the electric range today are constructed so they can be easily lifted for cleaning purposes, and the white porcelain enamel finish can be quickly made gleaming by running a damp cloth over its surface.

Electric ranges are fast too. With the new and varied types of heating elements, many different types of cooking can be done, quickly and easily, from a fast boil to a light simmer. Where once it took minutes to reach high heat, today it takes but a few seconds.



And last but not least, electric ranges are economical. Accurate temperature controls, highly efficient heating elements, modern scientific insulation, cooking on stored heat and low electric rates contribute to surprisingly low operating costs.

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*Mr. Parsons is vice-president of Landers, Frary & Clark, New Britain, Conn.

THE SMALL - TOWN STORE

HOW TO GET big-city results in a small-town operation is the problem of many dealers. The merchandise is the same but the "rules" are different as this successful dealer explains.

"A SMALL TOWN is a good place in which to operate an electrical appliance store," declares W E. "Bill" Farha, owner of the Farha Appliance Store, in Bristow, Oklahoma (population around 5,000). "When I opened the store two years ago most of my friends in the big cities told me it couldn't be done but I believed small town people needed a good electrical appliance store more than the big city folks did and that they would prefer to buy there."

And the people of this agricultural community situated on Highway 66, forty-five miles southeast of Tulsa, have made Farha's business one of the most profitable in the city. Through his store have passed more electrical appliance and home needs sales than any similar store in Oklahoma City or Tulsa; or so the wholesalers tell him.

The store has been a success, despite heavy appliance competition from more than a dozen other local stores, due to Farha's quick adaptation of his selling techniques to those of small town operation and through his maintaining a "big city" type of appliance store in Bristow.

Eight Good Rules

Here are the suggestions Bill Farha and his store manager, Ralph Roberds, have to offer on merchandising electrical appliances in a small town:

1. Don't argue with customers—listen attentively to their opinions and then direct these opinions to the merchandise you are trying to sell them.

2. Know your merchandise—small town people on the whole know a great deal more about how electrical appliances operate than most metropolitan city people do; study every appliance carefully, attend the trade schools, know how it works, what it is made of and why.

3. Sell while you are demonstrating—get the item in your hands or customer's and have it before them when you are selling. If its a major appliance talk about it while you are demonstrating it to the customer. The merchandise speaks more for itself than sales talk alone.

4. Play up your knowledge of the people in the city—a good small town merchant knows 90 percent of the people in his community . . . use that knowledge in selling, as for example, . . . "Ed will sure like the coffee you make with this unit, Mrs. Smith" has a personal element in selling.

5. Urge people to come in and "browse around" in your store in your advertising—you have the time and so do they in small town life and that's the surest way of showing them everything you have; of getting them acquainted with your merchandise.

6. Back up everything you sell with your own personal guarantee; factory guarantees don't mean much to your customers but yours does simply because they know you personally and the factory is a stranger to them. Handle the merchandise you can safely guarantee and play up that element strongly in your advertising and selling.

7. Study your customers needs most carefully; that is easy to do in a small town and it's of the utmost importance in stock control.

8. Let customers talk—most small town people are emphatic in their opinions and like to express them; let them talk and with a little prodding here and there they will sell themselves on an appliance once they have their attention focused upon it.

These eight selling pointers have built a successful appliance store for W. E. Farha in Bristow, Oklahoma and he is certain they can be equally effective in any other small town in Oklahoma or in any other state in the union.

And there, Mr. Farha believes, is the greatest electrical appliance selling opportunity today if dealers will give small towns the same type of stores, merchandise, and attention that the metropolitan city dealer gives to their customers.

"When I established the store I knew it would have to be complete and be a real household store to go over in Bristow and I knew that we would have to adapt all of the old familiar small-town selling techniques to electrical merchandising," he explains, "And believe me making it

"Let customers talk" is an important point with Bill Farha, left, owner of the Farha Appliance Store, in Bristow, Oklahoma. Small-town people, he says, are emphatic in opinions and like to express themselves.

complete was a job in itself due to shortages."

Established lines furnish the background of his stock and Mr. Farha is a strong believer in pushing top-grade appliances for all they are worth.

"The small town dealer is often tempted to get more profit from merchandising off-brand items," Mr. Farha observes, "and that has been true to some extent in the past. People in these cities were not as particular about whose merchandise they bought; price was an important thing.

"But they are particular today. The reason has been the tremendous influence of women's national magazine advertising and radio advertising upon the buying habits of these small town people. Today they know all about these big-names and what they stand for and they are demanding these things in their merchandise.

"Price has become of secondary importance and I believe it will be for a long time to come. Of course we hear complaints today about price but there's little move on the part of our customers toward refusing to purchase and going to off-brand merchandise . . . they may not like today's high prices but they would rather pay them for good merchandise."

Name Brands Featured

Mr. Farha has also found that it has paid him to stock top-name brands of small electrical appliances too; during recent months his customers have turned more and more to the nationally-advertised established-reputation brands of small electrical appliances.

"Display sells merchandise in a small town," he declares, "there was also once a day when a small-town merchant could throw everything into a window and sell merchandise. He can't do it today. The automobile has enabled small town people to pay frequent visits to big cities and see how merchandise should be displayed. And many a small town citizen in those pre-war days went to the big city and bought simply because the store in that city knew how to sell and how to display merchandise.

"They're doing it today and they're going to do it tomorrow if the small town merchant doesn't do his best to match his store displays and window displays to the selling technique of his nearby big city rival."

Mr. Farha does not use the conventional window. When he remodeled the store he tore out this window and placed therein instead a three-stair step display section, the top platform of which was visible to the customer on the street and all three of which were visible inside the store. It cut down wasted space inside the store and gave him a better spot upon which to display appliances.

Ralph Roberds, store manager for Farha Appliance Store, believes that the small-town dealer can capitalize upon the personal knowledge of prospects' needs that is possible in smaller communities.

"It has another good advantage," he explains, "in that it is easy to set up; requires no expensive backgrounds and layouts and is very easy to change. It is simply setting up appliances so that they can be seen without crowding and that is what sells them in a small town."

These displays are changed constantly as new merchandise arrives. Every customer who comes into the store not only sees them through the store window but while inside the store. Customers inspecting major appliances which are grouped nearby, also have these items constantly before them.

Manufacturers' material is used liberally in the Farha store as part of his selling displays for major appliances. Small town appliance dealers must watch closely such display costs, he believes, and since they can seldom hire experienced display men to setup original units they can profitably use stand-ees, platforms and other displays as furnished by manufacturers.

He uses these liberally on all types of major appliances and creates setups employing such standees to set off these appliances from others grouped nearby.

The left side of the store has a platform down its entire length on which are set the heavy appliances and this display material. A similar platform is used on the right hand side of the store for radio displays. In the center are displayed washing machines, vacuum cleaners, sinks and a succession of island counters to the rear of the store. A record department is maintained at the right of the store complete with a listening booth.

"You should be handling every possible type of home need if you are to operate an appliance store in a small town, Mr. Farha states from his experience, "just handling a few items will not give you volume sales which you must have. Our idea is that the store should be a center of home needs and that when the housewife needs anything from a can opener to a refrigerator she'll think of our store as the first place to buy that item.

"That keeps this customer a friend until the day when he or she needs a new refrigerator, washing machine or stove. Just handling the major appliances wouldn't accomplish that job; handling and selling can openers, knives, lamps, dishes, pots and pans and everything else she needs does accomplish this purpose."

Store selling technique is something else that has to be adapted to small town practice, he believes, and observes that the effort to adapt big city selling methods to small-town appliance merchandising won't work.

Wiring Comes Out of Hiding!

Flexibility and accessibility are the two principal features of surface-type wiring systems available.

By Dudley W. Rice*

WIRING SYSTEMS are now completing a cycle! We are again having the wiring for light and power out in the open after years of being hidden in walls and ceilings.

The gradual completion of this round of varied installation practices is no more strange than other cycles we experience every day.

Radios came into existence as tiny cereal-box outfits. They grew to room-dwarfing size. Now dealers praise the merits of little radios for book shelf, bed table or camping trip.

Pullman sleepers starting out as plain, unadorned, sharplined dormitories. Then came a period of fancy interiors. Now we read more and more about streamlined sleepers with clean lines predominating.

When wiring for illumination and many power applications replaced gas mantles and steam-driven shafts, what was more natural than to run the wiring between insulators mounted on door frames, walls or ceiling beams? If this new-fangled idea did not pan out, the wires could easily be removed!

But, electricity did work out and wiring did become a permanent part of residential, commercial and industrial structures. The wiring system has become so permanent, so carefully concealed, so well embodied in structures, that its very positioning is detracting from normal growth of electric service.

There has been an awakening in recent years. New and interesting possibilities of employing electricity have become realities. There are hundreds of new devices and appliances. Lighting levels have reached undreamed heights. Architectural techniques have produced new structural approaches.

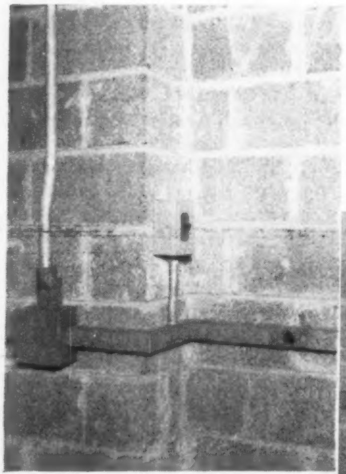
All of these things have combined to make necessary numerous additions to wiring systems—changes in wiring systems—and increased feeder and circuit capacities.

So here we are—with our buried and concealed systems found not to be permanent at all! Neither are most of these wiring systems accessible for changes, flexible for expansion, nor economical for alternation.

We are faced with a strong demand for easy-to-reach wiring systems. This desire—expressed by owners, architects, and a growing list of alert contractors—is so strong that many are even willing to make a sacrifice in appearance in order to get an easily maintained and flexible wiring system.

One example of how this particular cycle is rounding out is found in the ever-increasing popularity of heavy bus runs in industry.

Departing from the rigid, buried and concealed type of power distribution, these new bus systems allow instant accessibility to the copper bars. This is an important timesaver in relocating power service. All of the bus systems—including feeder bus, plug-in bus and universal ventilated feeder bus—have been specifi-



This installation of surface raceway in a tool and machine shop provides outlets at every point along the wall. At the right, the surface raceway has been installed, wires have been put in place, and the cover is just being snapped into place. The photo above shows another portion of the finished job, which includes more than 200 feet of raceway. This detail photo shows method of connecting to conduit runs and installation of switches.

*** Mr. Rice is manager for surface raceway sales, National Electric Products Corp., Pittsburgh, Pa.**

cally designed to provide industry with complete flexibility in meeting the never-ending changes in industrial power needs.

For lesser power requirements, industry in general has enthusiastically welcomed metal duct enclosures of 4x4 wireways. Instant accessibility to the conductor is secured by lifting the hinged covers. This system is designed also for quick surface mounting of the assembled sections and fittings which are held together with a simple yet rugged coupling.

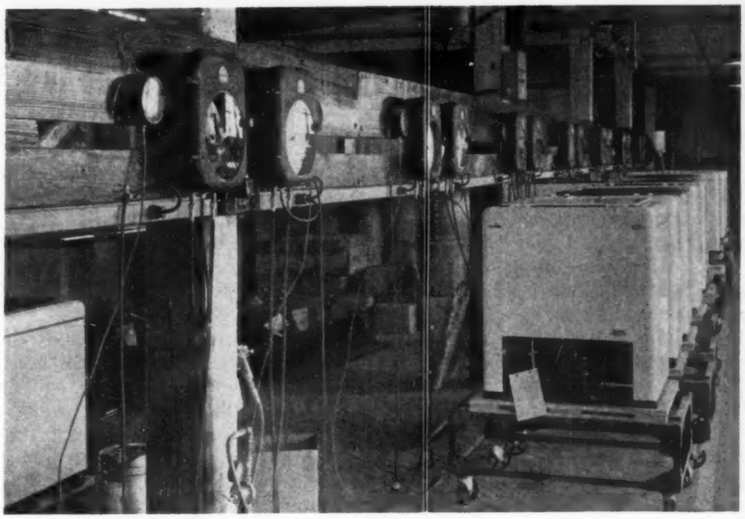
There seems to be agreement on at least one type of wiring. Everyone agrees that the most serious faults of the buried and difficult-to-get at methods of wiring appear in commercial and office buildings, apartment structures, hotels, and in most residences.

The need for changes in circuit runs—the need for increased capacities of conductors—has been experienced in all of these structures.

An exceptionally good example of the difficulties encountered in trying to revamp old and concealed wiring is found in the commercial lighting field.

Department stores in particular, and retailers in many classifications, are constantly being put to unnecessary expense in trying to obtain higher lighting levels and modern lighting techniques. The inflexibility of buried wiring has very much retarded the acceptance of more efficient and sales-stimulating display illumination.

Neat, trim and experience-proved surface raceways can greatly contribute to correcting the problems presented by concealed wiring. Ducts and fitting are now available in a wide range of sizes. Today, raceways can accommodate from two No. 14 conductors to ten No. 12 or six No. 6 conductors.



An especially useful application of surface raceway is in connection with testing instruments. As shown in this view of a portion of a 300-foot installation, such jobs make outlets readily available, appearance neat.

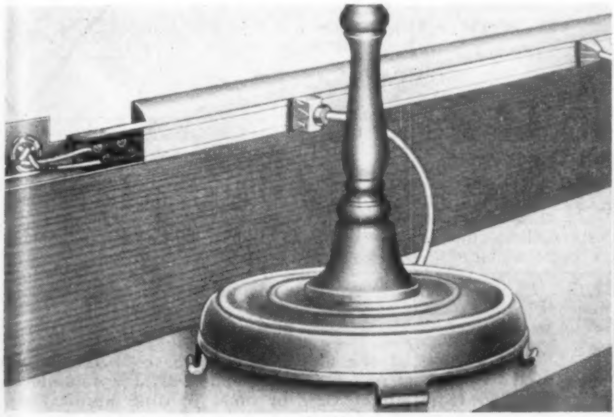
Of added interest, various raceway systems are designed with a two-piece assembly; base and cap. This eliminates troublesome "fishing" of wires. With these ducts, the base is secured—the wires laid in—and the cap snapped into place. Streamlined appearance predominates with unobtrusive service fittings which install flush and trim to a wall or ceiling surface.

More and more raceways are being installed these days in residences. One of the newer ducts, known as "plug-in strip", is made of steel. It is easily mounted as a baseboard trim. Outlets are spaced every 18 inches along this strip. When installed on all four walls, there are about four times as many electric outlets than are usually present in a room wired according to adequate wiring standards.

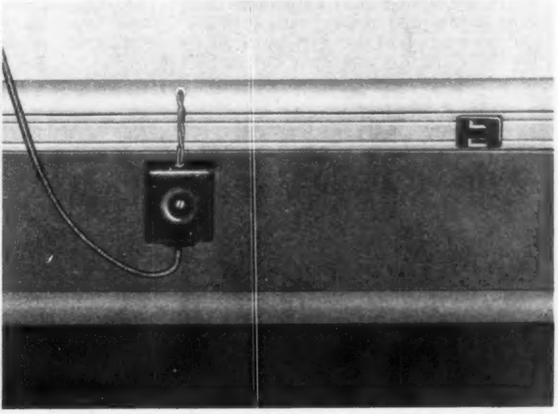
When this raceway is used in a living room, the radio can be moved to any wall. There'll be an outlet to plug it in close at hand. Trailing extension cords—always hazardous—are no longer necessary. Neither do wires have to be laid beneath a rug or across a papered wall surface in order to power a radio or clock.

Another surface type raceway growing in popularity is a hollow steel quarter round designed to hide and protect telephone, doorbell, buzzer and other low potential wires. One manufacturer has designed such a raceway with integral steel prongs. The steel channel—having the general appearance of familiar wood quar-

(*Continued on page 88*)



For homes and offices, baseboard raceways provide outlets in sufficient quantity to meet every reasonable need.



Hollow steel quarter-round molding is useful for telephone, signal, and other low-potential types of circuits.

HOT AND COLD CATHODE COMPARISON

(Editor's Note: In the June issue of Electrical South, an article discussing cold cathode lighting included a statement that cold cathode lamps were 50% cooler in operation than fluorescent lamps and had 50% of the current consumption of fluorescent lamps. This statement was not further qualified as to the basis of the comparison. Although approximately true on a "per foot of lamp" basis, the statement is not true on a basis of equal illumination. The editors regret that this statement was not properly qualified. We publish here a discussion by Joe B. Browder, lighting engineer of the Georgia Power Company, which presents the characteristics of three types of fluorescent lamps and facilitates comparisons between different types.)

ELECTRICAL contractors and others in the electrical industry are hearing more and more discussion on "cold cathode," "hot cathode," and "hot and cold cathode combination" lamps. To some these terms have been confusing because they have found that the "cold" cathode lamp may be warm while in operation and the "hot" cathode lamp may not get as hot as one might expect!

There is no need to be misled by these terms, for the fundamental principles involved are relatively simple. A cold cathode lamp is no cooler than a hot cathode lamp in the overall production of heat per watt of current consumed. One kilowatt-hour (1000 watt-hours) is equivalent to 3413 BTU's (heat units) whether this kilowatt-hour is used to light a cold cathode lamp, light a filament lamp, run a motor, cook dinner, or heat a bath-

Comparison of Advantages and Disadvantages of Hot and Cold Cathode Fluorescent Lamps

Hot Cathode Fluorescent	Slimline (Hot Cathode) Fluorescent	Cold Cathode Fluorescent
Delay or instant starting*. Starter required. Less lamp footage required. Total lumens, 2320.	Instant starting only. No starter used. More lamp footage required. Total lumens 1950.	Instant starting only. No starter used. More lamp footage required. Total lumens 2400.
Lumens per foot 580.	Lumens per foot 245.	Lumens per foot, 310.
12 watts per foot including loss in ballast.	4.75 watts per foot, including loss in ballast.	7.04 watts per foot, including loss in ballast.
Overall efficiency in light units (lumens) per watt, 48.5.	Overall efficiency in light units (lumens) per watt, 51.3.	Overall efficiency in light units (lumens) per watt, 45.5.
Lamp life shortened by frequent starts and voltage surges. Not recommended for flashing or dimming.	Lamp life shortened by frequent starts and voltage surges. Not recommended for flashing—can be used on dimmers.	Lamp life unaffected by frequent starts and voltage surges. Can be flashed and dimmed without damage to lamp.
Average lamp life based on: 3 hours burning per start—2500 hrs. 6 " " " " —4000 " 12 " " " " —6000 "	Average lamp life based on: 3 hours burning per start—2500 hrs. 6 " " " " —4000 " 12 " " " " —6000 "	Average lamp life, 10,000 hours (burning hours per start has no effect on lamp life).
Operates at low lamp voltage (108 volts). (Starting voltage 500 volts on instant start ballast.)	Operates at high voltage (335 volts.) (Starting voltage, 700 volts.)	Operates at high voltage (450 volts and up). (Starting voltage, 750.) (Sign tubing up to 15,000 volts.)
Low temperature seriously cuts down the light output and makes starting difficult unless special lamp is used. (Below 40°F. regular lamp may not start.) Low temperature lamps available 0°F. starting.	Low temperature cuts efficiency but not so much as with hot cathode. No difficulty in starting.	Will operate at very low temperature with less loss than other lamps. No difficulty in starting.
High humidity makes starting difficult unless special lamp is used, especially on instant start circuits.	High humidity affects starting very little.	High humidity affects starting very little.
List price of lamp, $1.00.	List price of lamp, $2.70.	List price of lamp, $3.00.
Lamp brightness expressed in foot-lamberts—1940.**	Lamp brightness expressed in foot-lamberts—exact figure not available.**	Lamp brightness expressed in foot-lamberts, 1530.**
Available in 6, 8, 14, 15, 20, 30, 40 and 100 watt sizes from 9″ to 60″ long and from ⅝″ to 2⅛″ in diameter.	Available in 15, 22, 23, 25, 30, 38 and 52 watt sizes from 42″ to 96″ long and from ¾″ to 1″ in diameter.	Available in one size, 42 watt, 93″ long and 1″ (25 MM) in diameter. (Other sizes made for special application.)

***Instant starting can be accomplished with use of instant start ballasts and no starter is used in this method. The use of instant start lamps is recommended since this type of starting shortens the life of a regular lamp. The lamps look identical and cost the same.**

****All three of the above lamps are too bright to be used bare except under certain conditions. They should be shielded from direct view in most lighting applications. The maximum brightness which good practice allows in the field of view is from 800 to 1,000 foot-lamberts.**

room. The reason fluorescent is termed cool light is because it gives roughly 2½ times as much light per watt consumed as a filament lamp will give. This enables you to do the same lighting job with less wattage, and therefore less heat, or better still, it enables you to do a *better* lighting job with little or no wattage increase over the old incandescent system.

No attempt will be made here to go into detail on cost comparisons of hot and cold cathode lamps. Either one can be justified economically, and I have seen convincing figures that each one is the most economical.

The Slimline fluorescent lamps are a combination of hot and cold cathode in that they start as a cold cathode and operate as a hot cathode lamp. None of these lamps are "cure-alls." There is a place for all three and there are places where one is decidedly better than the other two. The prospective purchaser of any sizable lighting installation should get the unbiased opinion of some lighting engineer who does not sell lighting equipment. Most power companys employ such engineers and their services are usually free for the asking.

Herein is a brief comparison of the merits and demerits of hot and cold cathode lamps. Slimline, technically speaking, is a hot cathode lamp, but is compared separately here because of several points of difference.

For the sake of simplified comparison, the most efficient operating circuits and lamps have been chosen from each group. For hot cathode comparison two 40-watt, 48-inch 3500° white lamps operated on a tulamp ballast have been used. For Slimline, two 30-watt, 96-inch 3500° white lamps operated at 100 miliamperes on tulamp ballast are used. For cold cathode, two 42-watt, 93-inch 3500° white "Colovolt" lamps operated on a tulamp ballast at 120 milliamperes are used.

Sign tubing ("neon") using voltages up to 15,000 is high voltage cold cathode but is not considered here. Sign tubing is used principally for advertisement and decoration, and special "built on the job" cases where curves and odd lengths are needed. It is expensive and impractical for general lighting systems where quality and quantity of light is of any importance.

Texas City Re-Wired For Emergency Needs

Three years will be required to replace all the electrical wiring and other installations destroyed in the cataclysmic blast of last April in Texas City, Texas, but emergency needs were quickly provided by virtue of close co-operation between contractors and suppliers.

That sums up the Texas City situation from the viewpoint of electrical needs, according to contractors of Houston, Galveston and Texas City, about a dozen of whom participated in emergency work at the blast-ravaged city. Most of these contractors still have jobs in progress and will have for months to come at Texas City.

However, those who were involved show a definite disinclination to discuss the Texas City disaster. One of them, who perhaps speaks the sentiments of all, had this to say:

"Let's forget about Texas City as far as the explosion is concerned. It was a horrible sight. We went in there and did what we could as best we could. It will take another three

(Continued on page 87)

Rip's Column

Electricity Cheaper Than Gravity

By C. M. Ripley

A coal mine in Fonde, Kentucky, showed the courage and ingenuity to install a 300 horse-power electric motor—not to raise the coal up, but to lower the coal *down!*

Most people imagine a coal mine as being deep down in the earth. But in Kentucky and Virginia and thereabouts many coal mines are high up inside a mountain; and the pitmouth of one of these near Fonde was 3,000 feet higher than the railroad tracks! So the coal had to be lowered from the mine before it could be shipped to the customer.

For generations the traditional method had been to let gravity carry the loaded coal cars down the mountain side. A cable attached to the upper end of the car was wound around an iron drum near the mouth of the mine, and the engineer prevented the car from running away by applying brakes to the drum. But even more ingenious was the fact that the other end of this long cable was attached to a second car. So when the loaded coal car went down the mountain, it pulled the empty car up to the top where it was loaded. This was a bright idea, especially since gravity is free.

But electricity proved cheaper than something that cost nothing—believe it or not!

On a new mine which was about ready to be opened up, a smart contractor got an order to install a 300 horse-power electric motor on the same shaft with the drum. This motor was made to turn by the 24-ton coal car, or gondola, as it went down the 3000-foot grade.

1. As the motor turned it generated the same kind of electricity which was used throughout the mine. This by-product power was worth $3,000 a year.

2. Also, as the motor turned, it acted as a brake—one without friction and without heat, and it never had to be "relined."

3. The mine operators saved $8,000 in the cost of grading the mountain side, because when the down-going loaded car got to the level stretches of the track, the motor acted as a motor and pulled the empty car up.

4. When gravity only was depended on, it was the habit of the engineer to "race" the down-going car on the steep grades, so it would have enough momentum to travel over the level stretches and also pull up the empty car against the power of gravity. This leads to many derailments, sometimes complicated by broken trestles and so forth.

To summarize, the mine owners saved $8,000 in first cost, because they did not have to grade the mountain carefully. This $8,000 was greater than the electrical contract complete. So the novel electrical installation paid for itself before it started to run. Then they get $3,000 worth of electricity each year free of charge, and have practically no derailments or brake-lining repairs.

As proof of the above, this use of an electric motor to lower coal, has now become standard practice, and the electrical contractors find it a source of new business.

Since the transportation service to the railroads became so reliable, the output of the mine has been increased, and the miners make more money because they work steadily. Any interruption to the lowering of coal to the railroad shut down the entire mine because there is no place to store the coal.

ELECTRICAL CONTRACTORS
TED ZENT INC.

Looking into the "electrical" future, Ted Zent, electrical contractor of West Palm Beach, Florida, has arrived at the decision that the contractor is going to have to handle all phases of electrical living in order to succeed. He has backed his decision with a $20,000 building and a comprehensive plan for rendering complete electrical service to his customers.

Another Contractor Goes All-Electric

UNDER PRESENT CONDITIONS the electrical contractor is going to have to handle all phases of electrical living to stay in business. That's the way Ted Zent, electrical contractor of West Palm Beach, Florida, looks at the electrical future, and the reason for which he recently spent $20,000 constructing a beautiful new building to consodilate wiring service, electrical repairs, lighting fixtures, and home appliances into one spot.

Zent has been an electrical contractor in his own right for 3½ years, after long experience with leading Florida peninsula electrical firms. In early 1944 he resolved to set up his own business, and built up an efficient organization covering Palm Beach County, servicing electrical equipment, installing new house wiring, industrial motors and lighting, etc. While he was successful from the outset, he realized two years ago that he was "missing the boat" from the appliance sales point of view. "There is no reason why the electrical contractor should carefully install top-notch wiring for someone else to connect appliances to," he smiled. "I took the trouble to ask some of my house wiring customers their attitude toward buying appliances from us, and was surprised at the enthusiasm I uncovered. Most new homeowners seem to recognize that the electrical contractor is most logically fitted to supply electrical appliances."

Armed with this confidence, Mr. Zent chose a location at 2900 South Dixie highway south of West Palm Beach, and contracted for a cinder block building to be covered with Florida's characteristic white stucco, and to include the maximum amount of window space. Feeling that a large investment was insurance in the form of attracting prospects, he took the unusual step of going to an architect to design the building. The result was the $20,000 structure shown herewith, which opened up in April, only a few feet from the busiest highway in the state. With pastel walls, tile floor, brilliant fluorescent lighting, the building consists of a 20 x 40 foot showroom and a 40 x 60 foot electrical shop, with a surfaced drive behind. With plenty of window space, and an angled window facing the city, Ted Zent, Inc., is attracting scores of prospects daily.

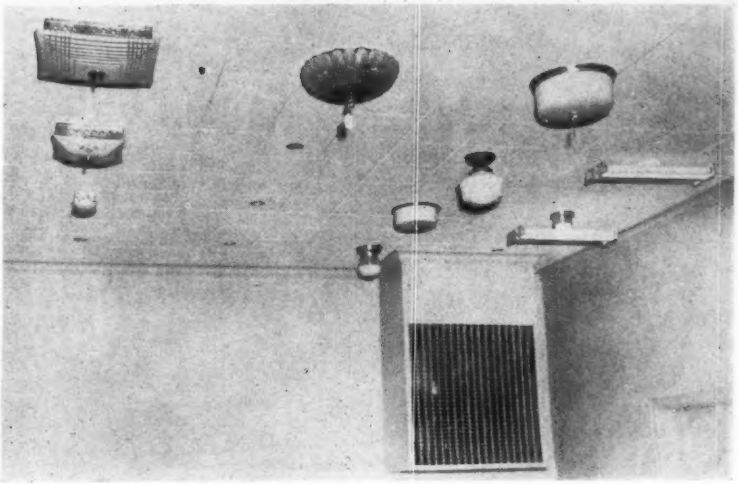
Franchises Can Be Obtained

Meanwhile, Zent was making overtures to appliance manufacturers for franchises, selling himself enthusiastically as the most logical man to deal in leading lines Although this was an uphill fight, he was able to line up a dozen topflight franchises, and to begin making deliveries immediately upon formal opening. As a contractor-dealer, he occupies an enviable spot; able to sell either the customer interested only in new appliances, or the homeowner who wants the best in electrical service from foundation up.

"Our showroom tells the whole story," Zent explained. "When a customer is brought in, we have far more elements of interest than an out and out appliance dealership alone." Nobody gets a chance to forget that Zent is first and last a contractor. The ceiling, for example, contains 60 styles of lighting fixtures, ranging from four-lamp fluorescent types down to wall lamps, all in operation and controlled by means of 60 switches spaced along the wall at waist level. Zent can switch any fixture on independently of the rest to guard against distraction. To prevent the "jammed' appearance of any ceiling display, he installed the lighting fixtures on every third 12 inches center in the ceiling, leaving plenty of space between for extra outlets in the event they are necessary. Most of the samples are modern styles for booming Florida bungalow construction, but the choice covers every variety. On the walls are pinups, wall heaters, chimes and other electrical niceties, all conveniently operating at the flick of a switch. On the right, in 18 neat small bins slanting from the wall, are all leading small appliances from radios to electric fans.

All of the front space is devoted to the electrical appliances; no gas appliances of any type being carried. Refrigerators are set to face three ways, electric ranges fill up the right front section, with washing machines, garbage disposers, automatic laundry equipment and water heaters spaced off into separate sections. All of them are displayed "live"; operating for better impression, with countersunk floor outlets doing away with unsightly wiring throughout.

Zent's merchandising plan, although he will of course sell to walk-in customers, is based on "selling the new homeowner before the house is built." Building policy in Florida is usually for the homeowner to choose plans and then hire the building contractor. Zent will keep close tabs on projected homes, contact the future owner, and carry the story of his complete service directly to the eventual owner.



Not many fixtures in sight in this corner of Ted Zent's ceiling—and that's just the point! More than sixty different types of fixtures are on display, but each one is well spaced from others so that it can be examined without interference from the others. All fixtures are connected and may be lighted individually from a convenient switch location. Below, is one of Zent's modern service trucks. Note the sign featuring "Wiring—Service—Fixtures —Appliances."

TED ZENT, INC.
ELECTRICAL CONTRACTORS
WIRING - SERVICE - FIXTURES - APPLIANCES
GENERAL MOTORS TRUCK
Dial

"We have had no trouble in getting contractors to work with us," he said. "Most of them are glad to cooperate. When we reach the prospect, the service we really have to sell, and emphasize most heavily, is that we undertake the complete responsibility for electrical convenience in the home, everything from the master switch to the toaster on the breakfast table."

This "complete responsibility" appeals to many people who dislike putting their eggs in many baskets to complete a home, Zent has found. A trip to the showroom is most impressive when the customer is shown progressively the wiring shop, with its six expert electricians and six panel trucks, the lighting fixture display and then the ultimate step, major appliances. While, of course, it is possible to set up a "package deal" whereby all electrical items are lumped on one bill, Zent has found it best to keep appliances and lighting as two separate deals. "When a bill goes to $1300 in one jump to include appliances, we're likely to scare off prospects," he said. "Therefore, we contract each job and appliances separately."

All selling right now is being done by Zent himself, because of the shortage of major appliances. However, he is planning to add specialty men in the near future, who will be able to sell outside on contacts made through pleased homeowners. A prospect list amounting to hundreds of names has been worked out, much of it consisting of bona-fide prospects who have wheeled their cars into the parking area in front of the building from the Dixie Highway. He plans to pay his salesman with a drawing account and commission, under a plan which will eliminate favoritism and "star salesmen" altogether. Profit sharing, he believes, is the most feasible compensation plan. "Nothing succeeds like success," he pointed out.

"We'll see lots of changes in the appliance field in the immediate future" he predicted. "Therefore, we're deliberately flexible enough to follow trends. So many people have entered the appliance field, including plumbers, jewelry stores and even drugstores that the customer is likely to be confused as to the best place to buy. To meet this situation, we offer the powerful weapon of complete responsibility, 'no wait and no worry' and the support of many contractors."

Power Company Sets Up Dealer-Sales Program

A NEW DEALER sales program has recently been set up by the Louisiana Power & Light Company to assist major appliance dealers in the territory to boost the sale of electricity and gas appliances and equipment, at the same time securing maximum sales of electric and gas service for the company. To accomplish its objectives, the company is working closely with appliance dealers and will devote every effort toward promoting greater sales of appliances for better living, better business, better production and better farming. This will be done through its sales personnel, advertising and sales promotional helps.

The plan and objectives of the new program were presented to all major appliance dealers at company-sponsored dinner meetings held in various locations around the territory. At these meetings, the attractive new 20-page

(*Continued on page 87*)

A. P. Bagby, Jr., (seated) and his brother, Milton, look over plans for an elevator installation—a profitable specialty of the Bagby Elevator and Electric Company, of Birmingham.

Elevator Work Fits Firm For Control Specialization

ELEVATOR INSTALLATIONS are a lucrative business for the Bagby Elevator and Electric Company, Inc., of 3115 3rd Avenue, South Birmingham, Alabama, but there are many other rewards in doing elevator work that are quite intangible, according to A. P. Bagby, Jr., vice-president of the firm.

The problems of elevator installations are so manifold and so different that the elevator portion of the Bagby business operates as a separate company within a company, eventhough the two are incorporated together. The president of the firm, A. P Bagby, Sr., who started the company in Birmingham in 1920, operates the elevator portion of the business with a separate crew, doing all the estimating, bidding, and installations of the elevators under separate contracts from the rest of the electrical business.

The three Bagbys in the firm today consist of A. P., Sr., president; A. P., Jr., electrical engineering graduate of Alabama Polytechnic Institute, vice-president; and Milton, secretary and treasurer, business administration graduate of API.

The Bagbys occupy two adjoining buildings, and have plenty of storage space for materials. A portion of the main shop is given over to elevator work, and is used for no other purpose. This shop has more complete equipment than is ordinarily needed in an electrical contracting business, and includes a lathe, drill presses with complete sets of drills, and other machine shop tools that are needed for the specialized nature of elevator work.

These tools are needed because elevators themselves, a process which manufacture and assembly of the elevators themselves, a process which sometimes runs to 80% of the cost of the entire elevator job Here in this shop, the elevator is fabricated to fit the needs of the customer.

The Bagbys, of course, do all the engineering and design work on the elevator installations, again because it is the type of design that requires specialized knowledge and experience. And because of this larger-experience quality of the work, the percentage of profit on elevator jobs is estimated to be somewhat larger than that of regular wiring jobs. In addition to the greater headwork, there is much more overhead involved, such as highly skilled machinist personnel and the investment in shop tools involved.

Elevator installations actually comprise only about 20 per cent of the total work done by the Bagby corporation, and the working crew in the elevator department averages around a dozen men out of the total Bagby crew of 50 men and up. The installation of an elevator does not end the job as far as the Bagbys are concerned, for much of the elevator work is done on maintenance contracts on jobs they have completed.

A cost breakdown is always compiled on jobs of installing elevators. The record of the actual cost of the installation itself is kept under one job number, the cost of the electrical equipment is kept under another, and the cost of the manufacture of the elevator is kept under another number. This provides a ready check

(*Continued on page 87*)

BAGBY ELEVATOR & ELECTRIC CO.
PHONE 3-6
BAGBY ELEVATOR & ELECTRIC CO.

Virginia IAEI Reviews 1947 Code

THE 14TH MEETING of the Virginia Chapter was held in the Virginian Hotel, Lynchburg, Virginia, June 19-20, with Chairman A. B. Rorer presiding and a registered attendance of sixty-three.

After an invocation by N. E. Cannady, the meeting was formally opened with an address of welcome by The Honorable Charles G. Burton, Mayor of the City of Lynchburg, and a response by W. E. Dunn of Alexandria.

After appointment of several committees with instructions to report in the following day, the following guest speakers were presented: C. A. Barton, United States Rubber Co., Atlanta, Ga.; C. H. Bissell, Crouse Hinds Co., Syracuse, N. Y.; M. M. Brandon, Underwriters' Laboratories, New York, N. Y.; N. E. Cannady, North Carolina Insurance Dept., Raleigh, N. C.; O. K. Coleman, Edison Electric Institute, Lafayette, Ind.; H. M. Dreher, National Electrical Mfrs. Ass'n., New York, N. Y.; J. S. Mahan, Fustat Manufacturers, Chicago, Ill.; and V. H. Tousley, secretary-treasurer, I.A.E.I., Chicago, Ill.

Secretary Tousley explained the scarcity of and the difficulties encountered in printing the 1947 codes. He stated that some proposed changes for the 1950 code were already in file and stressed the importance of instructions on procedures for such proposals.

The new three pole grounding type of plugs and receptacles were illustrated on blackboard and hope expressed for their early production and distribution.

Explanations of Section 230lb, included an interpretation that the service entrance exception referred to was applicable only to horizontal runs and did not include nor apply to vertical runs.

J. S. Mahan, chairman, IAEI Membership Committee, reported that previously set goals had been met and a new target for 7500 members by 1950 had been set. Membership benefits were stressed and Chapter Committees advised to renew their activities.

There was some discussion of the desirability of revising the qualifications for active membership to include electrical inspectors in the employ of public utility companies, such as railroads companies and the secretary was instructed to present the subject matter to the Southern Section for action by the Executive Council.

Articles 200-230

O. K. Coleman highlighted the requirements of these articles. In the discussions which followed, considerable doubt was expressed as to the practicality of some features. It was the concensus of opinion that the demand values of Column A, Table 29, especially for one range, were inadequate and should be revised upward. It was felt that in some sections of the country, particularly the South, considerably more baking and other forms of cooking are performed in single family units than the table of values provide. It was agreed that there should be some clarification of Sections 2552 and 2375d, in order to determine whether or not disconnecting means as well as overcurrent protection is intended, when the special circuits or systems are connected on the supply side of service disconnecting means.

Articles 300-310

C. A. Barton discussed the principal provisions of these articles, explaining constructional features of many of the insulations involved and the application of various types of wires to field use. In anticipation of a continued shortage of copper, the use of aluminum conductors was discussed and comparative characteristics of each explained. Methods of soldering aluminum wires were exhibited.

Article 345

H. M. Dreher called attention to this the 50th Anniversary of Armored Cable, recited the history of its development and use under the provisions of the Code, and discussed the new type of armored cable with its supplementary bonding conductor. In the general discussion that followed, the prevailing opinion was that an insufficient number of fiber inserts are shipped with each coil. The speaker agreed to present this question anew to the manufacturers.

Articles 410 and 422

M. M. Brandon, after a brief summary on flexible cords and an explanation of the main features of fixtures for electric discharge lighting, suggested that as time was growing short, further discussions on these articles be deferred to the period for Code Panel.

Articles 500-510

C. H. Bissell discussed the revisions included in these articles and throughout his talk the speaker emphasized the necessity for thorough study of each proposed installation, in order to determine proper classification. Pamphlets were distributed, which contained the requirements of Class 1, Divisions 1 and 2, and hazardous hospital locations. Each were illustrated with fittings and devices designed for these special applications. In the ensuing discussions, several questions were raised as to the methods of determining the extent of areas in hazardous locations, location of seals, types of wire, etc.

Code Panel Discussions

In the absence of Quizmaster Wilmer, the secretary propounded questions to a "code panel" consisting of C. H. Bissell, C. A. Barton, M. M. Brandon, O. K. Coleman and H. M. Dreher.

Among the questions and answers were the following: (numbers are Code section numbers.)

2001 and 2002—Is it the intent of these sections, where exterior distribution systems contain a grounded conductor, that the conductor must be run into buildings served and grounded, whether or not any loads are connected to it? **Ans.** No.

2008b—Are terminals of grounded conductors of electric ranges required to be marked for identification? **Ans.** No. Und. Lab. requires markings.

2116 —What should be considered as "long periods of time" referred to? **No answer.**

2122b—If a 3KW cooking appliance or water heater is supplied from a 50 ampere branch circuit, must the branch circuit overcurrent protection be 150% of appliance rating? **Ans.** Yes.

2124a—Is there any limit to the number of permanently connected pendent cord connectors in a room or building, which would also satisfy 2124b? **Ans.** No.

2127 —The table of "Branch Circuit Requirements" contains 6 types of wires in "Raceways or Cables." Is it the intent that no other types of wires or wiring methods are permitted for the classified branch circuits? **Ans.** No.

2115a—With respect to lighting fixtures and small appliances permitted on 20 and 30 ampere branch circuits, do the standards or Underwriters' Laboratories contemplate overcurrent protective values as set or these circuits? **No answer.**

2201 and 2203—Should this section contain references to other sections of 2102, in addition to 2116? **Ans.** Yes.

2203a—What is an Industrial Commercial Building? **Ans.** A building of single or multi occupancy, used for industrial or commercial purposes (other than stores).

2126b—May two or more motor operated appliances, rated six amperes or less, be supplied from 30 ampere branch circuits, without individual over current protection? **Ans.** No.

2351a—What is the difference between a general use switch and one approved as service equipment? **Ans.** Switches approved as service equipment shall contain provisions for a grounded conductor. General use does not but may be used as service equipment if provided with above facilities.

2382 —In a service consisting of 6 service switches and necessary conductors, with the switches varying in capacity from 30 to 600 amperes, a 000 grounding conductor is required for grounding the system and as bonding conductor in and to service equipment, including cabinets, nipples, etc. Is the same size required in the smaller as in the larger. **No definite answer.** It was generally agreed as impractical to install size given in this section.

2594 —Is it not the intent of Col. 1 of this table that capacities rather than size be used? If not, how should grounding conductors be selected for services of other forms of conductors, such as busways, etc? **Ans.** Yes, it should be.

3745 —Should note 4, table 1, be applied to this section, with respect to reduction factors? After considerable discussion it was agreed that it should be treated the same as wiring spaces of panels with switch boards and no reduction factors applied.

2434c—Is it permissible to apply this rule to taps to subdivisions of services? **Ans.** Yes.

3363 —What dimensional requirements are contemplated for staples used with (a) nonmetallic cables (b) armored cable? **No answer.**

3803 —What clearance is required or intended between exposed live terminals of flush snap switches or receptacles and the walls of grounded metallic boxes? **No answer.** It was agreed that some requirement should be set up.

5142e—Should the disconnecting means be required to open all conductors simultaneously? **Ans.** Yes.

5152 —May general use equipment be used in areas of open locations (not in buildings) if 6 feet or more above ground and 20 feet or more distant from loading platforms or pump rooms or pumping equipment located outdoors? **No definite answer.**

May conventional open type motors, without integral switching devices or sliding contacts, be used in pump rooms or immediate open areas? **Ans.** Yes.

5143 —May sealing fittings be concealed underground? **No answer.**

5142c—Must each conduit run entering each of several pumps on the same island be sealed? **Ans.** Yes.

5154 —It would appear that this rule prohibits open overhead wiring (on poles or otherwise) in bulk storage plants, regardless of extent of area or proximity to storage tanks, pumps, etc. Is this the intent? **No answer.**

3102 —Are any type TW wires yet approved for the use in presence of gasoline? **Ans.** No.

2403a—There was considerable dis-

(Continued on page 87)

Electrical Exhibits Announced

Reservations are now being accepted for exhibit booth space for the 19th Annual Meeting of the Southern Section, IAEI.

The 19th Annual Meeting of the Southern Section, International Association of Electrical Inspectors, to be held at the George Washington Hotel, in Jacksonville, Florida, October 27-29, 1947, will be the first such meeting to sponsor an electrical exhibit since before the war.

The arrangement of booths is such that exhibitors will be assured of good attendance. The meeting will be held in the new auditorium of the hotel which has a seating capacity of 2,200.

All but five of the 38 booths available will be arranged around the three walls of the auditorium where the meetings will be held. The other five booths are to be located in the lobby of the auditorium.

All booths are of uniform size, measuring 8 feet in width and 6 feet in depth. The charge for all booths for the duration of the meeting will be $25.

Reservations for space should be addressed to:

Mr. W. A. Stall, Chairman
19th Annual Meeting, Southern Section, IAEI
Room 101, Engineers Building **Jacksonville 2, Florida**

Financing Proves Weak Link In Electrical Contracting

Southern Electric Co.

Front of the Southern Electric Company on Charleston's King Street is simple and business-like, and typifies the way in which the contracting business is run.

DRAWING upon 28 years experience in the electrical contracting business in Charleston, South Carolina, J. H. Disher, of the Southern Electric Company, 542 King street, expresses the opinion that the financing of electrical contracting is probably the weakest part of any contractor's business.

"There are so many items that can be overlooked," Mr. Disher says. "I've known contractors who failed almost entirely to take into account the cost of operating trucks to a given job—and yet that cost is there, eating into the contractor's pocketbook and building up the overhead. Some contractors go ahead and just figure jobs on time and materials—but if the job is 25, 50, or maybe 100 miles away, the cost of transportation and maintenance of the trucks runs into real money."

The Southern Electric Company generally figures about seven cents a mile for maintenance of trucks, though that figure is not unchangeable. And in addition to that, the company has in its employ an electrician who is a good gasoline engine mechanic, who takes care of the maintenance of the fleet, other than major repair jobs.

The Southern company has been at its present location since 1938, and has done many major electrical installation jobs in and around the city, including 2,260 house wiring jobs in the Navy Yard construction project during the war. Company crews roughed in as many as 50 houses a week during that time. Other notable jobs have been the county hall job, done in 1934; the lighting in the historic Dock Street Theater, 1933.

The company has just completed work on one of the largest jobs in Charleston's recent history—the wiring installations on the new Cowperthwait Furniture building, which included many extra receptacles for the display of floor lamps. A smaller recent job, of which the company is proud, is that of the Maryland Slipper Shop, 299 King street, which maintains some 55 foot-candles on the display floor inside, and around 250 foot-candle intensity in the window for display of shoes and handbags.

One of the major rewards to be received from an adequate financing plan is the payment of bills in order to take advantage of cash discounts, Mr. Disher points out.

"I find that my cash discounts average out for a year's operation to about three per cent," Mr. Disher says, "and, for example, if you buy $50,000 worth of material a year, it takes just a little figuring to see that you've saved $1,500 by using the cash discount. And that can buy a lot of things that would be just money given away, otherwise."

Figuring the fine points of financing offers big rewards in the contracting business, according to Disher, but it's hard to do if the contractor tries to indulge in too many different kinds of work. Some contractors endeavor to sell all kinds of appliances and merchandise, but Disher lets small appliances and radios strictly alone.

"The bottom is out of *that* market for the contractor," he remarks. "Now, every drug store, dime store, and grocery store is selling some brand of small appliances, and it doesn't pay the contractor to compete with them."

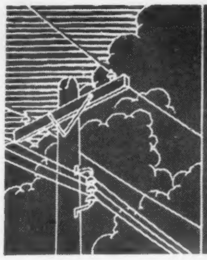
And, conversely, he will service small appliances, with the exclusion of radios, as a convenience to customers, but does not intend to service the major appliances.

Doing strictly contracting work enables the contractor to figure his financing in more efficient fashion, and makes his money more readily available to pay cash for the essentials of wire, conduit, and fixtures.

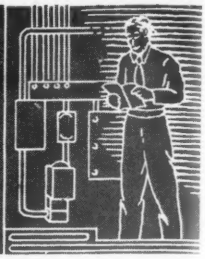
"The time and material method of arriving at a price after the job is done is also a deceptive pitfall," Disher says.

(*Continued on page 86*)

J. H. Disher Sr., and Jr., get together to figure the fine points of a job before submitting a bid. Disher, Jr., is an E. E. graduate of Clemson, and handles most of the plans, while Mr. Disher, Sr., applies the benefit of lessons learned in running the business since 1919.



NEWS BRIEFS
OF THE INDUSTRY



RMA Campaign Launched To Sell More Radios

In order to stimulate demand and sell more radio receiver sets, the Radio Manufacturers Association has launched an intensive merchandising public relations campaign.

This drive will be backed up individually by all members of the association, comprised of the leading radio manufacturers. It will further the industry's expressed desire for a radio for every room, every purpose, but will achieve that objective with an approach acceptable to the consumer. The basic theme will be a radio for every member of the family —radio as an individual possession.

This theme will be expressed to consumers in advertising, in publicity in newspapers and magazines. It will be expressed to the trade journals in advertising and editorials.

The program is a realistic approach to the radio industry's problems. Specifically, it aims to: maintain the present or normal demand; expand this demand and thus develop new markets; replace obsolete radios; and minimize the problem of trade-ins.

Staud Elected IES President

The newly-elected president of the Illuminating Engineering Society is Rudolf W. Staud. He will take office as the 43rd president upon the expiration of retiring President G. K. Hardacre's term on October 1, 1947.

President-elect Staud, an executive of the Benjamin Electric Mfg. Co., Des Plaines, Illinois, makers of lighting equipment, is a well-known figure in the lighting industry. For many years, he has been actively identified in industry-wide activities relating to the improvement of practices and the development of higher uniform standards for lighting equipment. He has served the RLM Standards Institute (a national specification-certification activity in the industrial lighting equipment industry) as its president since 1936. He is a director of the Chicago Lighting Institute, and vice-chairman of the 2nd International Lighting Exposition and Conference which is to be held next November 3-7 in Chicago.

R. W. Staud

Among the offices held by Mr. Staud in the Illuminating Engineering Society are those of vice-president, director, and chairman of numerous committees.

Born in 1892, Mr. Staud, after varied experiences in industrial engineering, personnel management, and school administration, became associated with the Benjamin Electric Mfg. Co. in 1927. Today, he is manager of sales promotion and development, and editor of "The Lighting Review and Digest."

Infrared Slide Film Announced by G-E

How manufacturers may use infrared lamps for heating, baking, and drying processes is the story contained in kits of informative material now being distributed to electric utility companies by the General Electric Lamp Department. Included with the material is a 25-minute sound slide film in color entitled "Infrared Lamps for Better Production," and literature for distribution to audience groups.

The sound slide film (not a movie) makes clear the different kinds of infrared radiant energy which can be applied to industrial processes and describes how infrared lamps have speeded production, improved quality of products, improved working conditions, and saved factory space for a wide variety of products—from dried codfish and aircraft engine cylinders to varnished electrical coils.

Electric utilities are now securing the material from General Electric Lamp Department sales offices throughout the country. Manufacturers who want to know more about infrared lamps and this particular General Electric slide film presentation are requested to make arrangements with their local electric companies.

Second Farm Conference To Be Held in October

The second National Farm Electrification Conference will be held at the Claypool Hotel, Indianapolis, Indiana, on Tuesday and Wednesday, October 7 and 8, with an estimated 500 agricultural, educational, farm publication, industrial, contracting and merchandising leaders in attendance.

The conference, conceived by a group of agricultural engineers as a means of assembling individuals and groups interested in furthering more practical and profitable use of electricity on farms, was first held in Chicago last year. Presented on a "trial balloon" basis, the two-day program attracted hundreds of top executives in farm electrification, agricultural and informational fields from every state in the Union and Canada. The success of the first conference led to the development of plans for another meeting this year.

Hassil E. Schenck, president of the Indiana Farm Bureau, is chairman of the 1947 conference and George W. Kable, editor of "Electricity on the Farm Magazine," is vice-chairman. Mr. Kable served as chairman last year.

The program will offer addresses by prominent farm electrification leaders and a series of forum discussions cov-

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ering "what is being done and what further needs to be done to make electricity the force in agriculture that it is in industry." Also, plans are being made for a dinner meeting this year, at which an outstanding leader will speak.

Arrangements for the program are being made under direction of Truman E. Hienton, head, Farm Electrification Division, U. S. Department of Agriculture.

Objectives of the conference are two-fold: to search for, discuss and promote tools and techniques designed to assist agriculture, through the increased efficiency and economic use of electricity and to promote acquaintanceship and understanding among participants in the conference, and all others engaged in farm electrification and the use of electrically operated equipment and appliances for farm and home purposes.

It is hoped that conferences of this character will give rise to programs of action which participating organizations can put into operation for the benefit of farm families and agriculture generally.

The growth of the conference has led to wider participation in it by various interested organizations. Efforts are being made to extend such participation to all national groups concerned with benefiting rural families economically, educationally and socially. In the present electro-agriculture age, it seems apparent that only through discussions at top levels can views be exchanged and ideas for programs evolved to help farm families in their desire to achieve maximum results in putting electricity to work in their homes and on their farms.

Southern Directors Appointed by NERA

Appointment of two new field directors to represent the National Electrical Retailers Association in the South is announced by C. C. Simpson, managing director of the association. Clyde Munroe, Winterhaven, Florida, is the new director for Florida, and Howard M. Smith, Chattanooga, will direct association activities in Tennessee and Georgia

These new appointments have been made in order to serve the territory previously assigned to Al Lees, Chattanooga, who resigned from NERA earlier this year due to ill health, Mr. Simpson stated.

Mr. Munroe, who has made his home in Florida for the past fifteen years, has had wide experience in organizing and serving business men both in association work and in direct selling, Mr. Simpson said. In his new position, Mr. Munroe will work closely with NERA Regional Governor Lloyd Bell of Felder-Bell, Inc., West Palm Beach, and other leaders in Florida.

Mr. Smith was director of tire rationing throughout a large portion of Tennessee during the war.

New Orleans Selected For IES Conference

The Illuminating Engineering Sociey completes its 42nd year with the national technical conference scheduled at the Hotel Roosevelt, in New Orleans, September 15-19. Over 700 members and guests, including delegates from Cuba, Mexico and South America, are expected to register for one of the most extended programs in the Society's history. Eight sessions will be devoted to the discussion of 24 technical papers on lighting developments. The conference will be opened with an address of welcome by de Lesseps S. Morrison, mayor of New Orleans. This session will also include an address by President G. K. Hardacre, Public Service Company of Northern Illinois, who will be succeeded in office by R. W. Staud, manager of sales promotion and development of the Benjamin Electric Manufacturing Co.

Included in the Local Activities Session on the effective operation of the Society's Sections and Chapters, will be the presentation to local officers of prizes for their efforts in the campaign which brought the Society's membership to an all time high of 5400.

The Technical Paper Program will cover a wide range of subjects, including "Ten Years of Fluorescent Fixture Development," "Correlation of Brightness Ratios and Decorations," and "Modernizing a City Street Lighting System." Of great general interest is the report of the progress committee, presented by Chairman E. D. Tillson, Commonwealth Edison Co., reviewing the year's developments in the field of lighting.

Renewing a practice long associated with annual sessions of the society, a full day, September 15, will be devoted to the Lighting Service Forum, of which J. S. Schuchert, Duquesne Light Co., is chairman. Every subject in this forum will be of importance to those members who are planning for the future of lighting. The keynote of the presentation will be "The Planned Lighting Program—Its Present Status." This will be followed by five presentations on "Applying the Planned Lighting Pro-

Best Sellers
Lamp Bulletin

SALESMEN WIN TRIP TO NELA PARK—As a reward for winning a 5-month lighting sales contest among salesmen of the Birmingham Electric Company, four of the company's salesmen and their supervisor were given a week at Nela Park, Cleveland, Ohio. The group consisisted of, from left to right, W. H. Hannum, William H. Truss, T. J. Gainer, Willis Merchant, and their supervisor, A. DeFuniak. At Nela Park the group was enrolled in the Advance Lighting Course at G-E's Lighting Institute.

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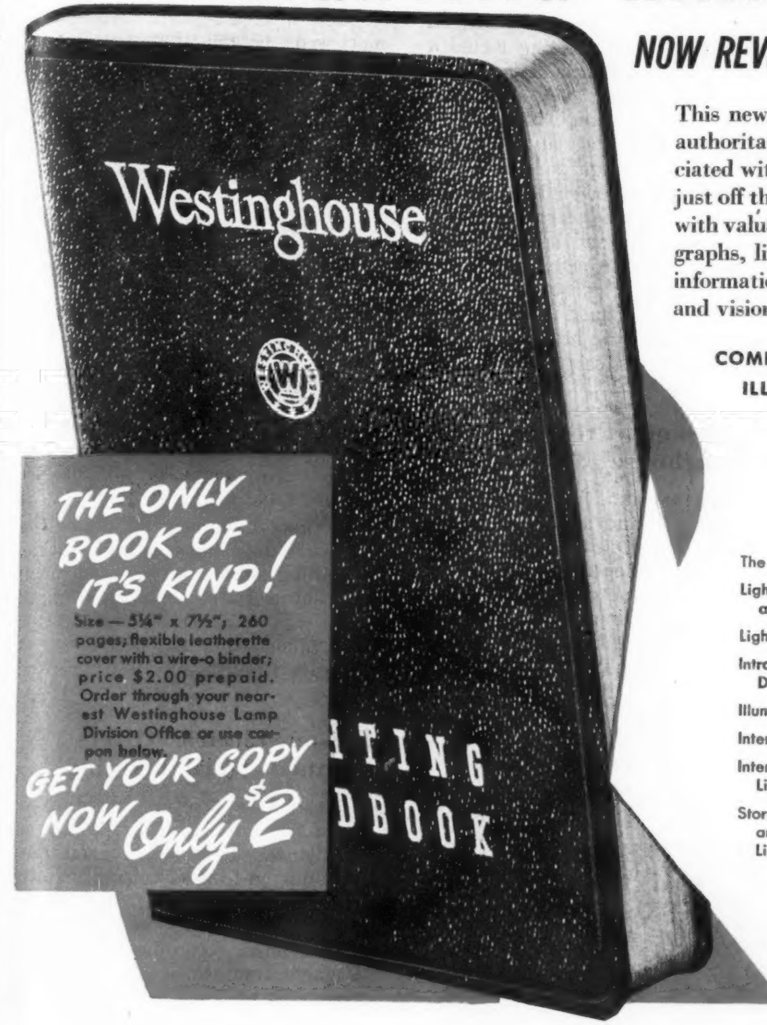
LIGHTING HANDBOOK

NOW REVISED AND ENLARGED!



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Size — 5¼" x 7½"; 260 pages; flexible leatherette cover with a wire-o binder; price $2.00 prepaid. Order through your nearest Westinghouse Lamp Division Office or use coupon below.

GET YOUR COPY NOW Only $2

This new, up-to-date Lighting Handbook, an authoritative reference work for anyone associated with engineered lighting installations, is just off the press! Contains 260 pages crammed with valuable technical data—wiring diagrams, graphs, line drawings, charts and tables, plus information on related subjects such as the eye and vision, color, and lighting terminology.

COMPLETE INFORMATION FOR ILLUMINATING ENGINEERS, DESIGNERS, ARCHITECTS, CONTRACTORS AND SALESMEN

Just look at this all-inclusive table of contents:

- The Eye and Vision
- Light Characteristics and Measurements
- Light Sources
- Introduction to Lighting Design
- Illumination Levels
- Interior Lighting Design
- Interior Wiring for Lighting
- Store, Office, School and Public Building Lighting
- Industrial Lighting
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- Floodlighting Design
- Street Lighting
- Aerodrome and Airway Lighting
- Sign Lighting
- The Cost of Lighting

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gram to Various Markets." Representatives of every national trade association or society will report what they are doing in a symposium "The Planned Lighting Program and the Lighting Industry."

The operation of the conference is in the hands of the Conference Executive Committee with J. Mason Guillory, New Orleans Public Service, Inc., as chairman. W. A. Feuillan, Jr., regional vice-president, with J. M. Supple and C. L. Osterberger are serving as an advisory board. The National Convention Committee Chairman, A. H. Manwaring, Philadelphia Electric & Mfg. Co., is in charge of the general planning. The approval and organization of all technical sessions is the responsibility of the Papers Committee, of which E. W. Fowler, Buffalo Niagara Electric Corp., is chairman.

Birmingham Meeting Held by Deepfreeze

In region - by - region showings, Deepfreeze has actively begun their sales campaign on behalf of the new and completely restyled Deepfreeze home freezers. Simultaneously, across the country, Deepfreeze representatives and their distributors have presented, during the months of April, May and June, the many new features of the appliance that is revolutionizing shopping, food-purchasing and menu-planning habits.

One such meeting just concluded was held under the auspices of the Deep South Supply Company, Deepfreeze distributors, in Birmingham, Alabama.

The session was presided over by C. J. McDavid, president of Deep South Supply Company. Representing the Deepfreeze Division, Motor Products Corporation, North Chicago, Illinois, were T. F. Elrod, Southern regional sales manager, and John Strange, Dallas district sales manager.

The fast-moving meeting included the unveiling of the new design Deepfreeze home freezers. A home economics demonstration which followed pointed out the advantages of freezing and storing foods at home. Also included was a graphic explanation what a home freezer means to Mrs. Homemaker and how this revolutionary appliance actually pays for itself. Always of great interest, the elaborate, full-colored sound slide film highlighted the new convenience and construction features.

Distributors Preview Westinghouse Radios

Smart styling, new engineering developments, and a wide variety of features designed to provide high quality radio reception for the American public keynote the new line of Westinghouse home radio receivers presented for the first time to Westinghouse distributors in Atlanta, July 22.

In the first of 12 meetings to be held throughout the United States, Westinghouse distributors representing 13 southern cities in seven states met at the Bilmore hotel for a demonstration of the new models and an outline of Westinghouse Home Radio Division's production, promotion, and merchandising plans for the remainder of the year.

Nineteen cabinet variations of the 12 model line — custom-tailored to provide maximum radio service through a broad price range—were previewed before the distributors. The line includes five consoles, five table models, a consolette, and a new portable. Edgar G. Herrmann, sales manager for the radio division, explained that while prices had not been firmly set, they will range from $37 to $600.

Mr. Herrmann said that production of the new sets is under way at the division's seven-and-one-half acre plant in Sunbury, Md., and that distribution of the sets will build up to full volume during September.

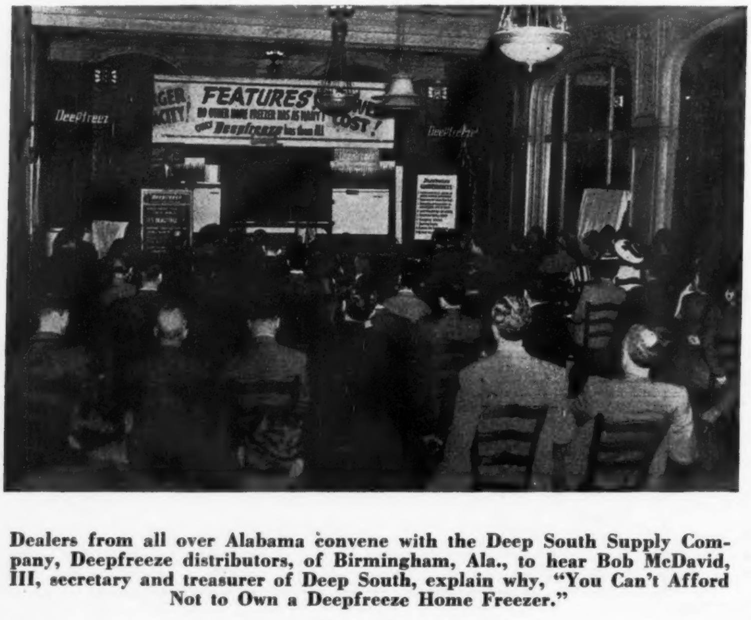
"The new line emphasizes FM," Mr. Herrmann said, explaining that one of the engineering highlights is the special new Westinghouse FM circuit incorporated in all consoles and one table model.

To support the new line during the fall marketing campaign, J. H. Stickle, advertising and sales promotion manager, outlined a broad program of national radio and magazine advertising in conjunction with a co-operative newspaper advertising campaign.

Edison Electric Offers Planned Store Lighting

A program of planned lighting for stores, first of five major projects in the Planned Lighting Program now being offered to the electrical industry by the Edison Electric Institute, is being distributed to utility commercial execuives, according to Ralph P. Wagner, commercial division chairman of EEI. Four other campaigns, on residential, industrial, school and office lighting, will be released within the near future, he said.

"Through aggressive promotion of Planned Lighting, which consists basically of simply showing customers the reasons why their lighting should be planned by an expert before they invest money in fixtures, the utility company has a rare opportunity to help retail merchants," Mr Wagner declared. "The materials supplied in this program are designed to show the retailer how better light can be used to stop passers-by, and bring more of them into the sore. Each promotional aid shows how better light helps to make more sales and profit per square

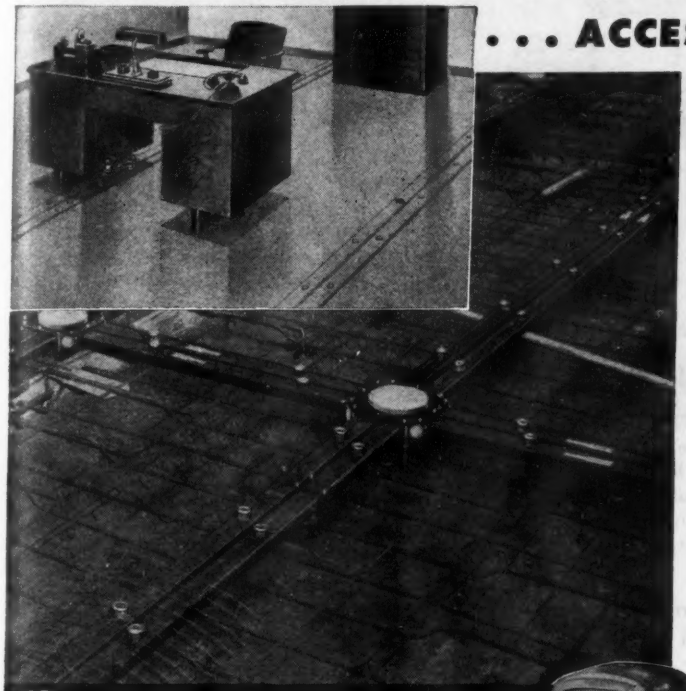


Dealers from all over Alabama convene with the Deep South Supply Company, Deepfreeze distributors, of Birmingham, Ala., to hear Bob McDavid, III, secretary and treasurer of Deep South, explain why, "You Can't Afford Not to Own a Deepfreeze Home Freezer."

Nepcoduct

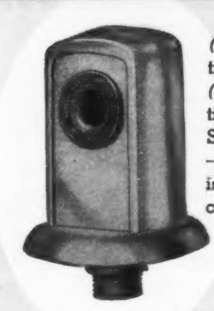
FOR CONVENIENCE OUTLETS IN THE FLOOR

if you want . . . SIMPLICITY . . . PERMANENCE . . . ACCESSIBILITY



- Pre-determined outlets on 24-inch spacing provide plenty of service to desks and free-standing equipment.
- New streamlined service fittings of durable brushed brass. Installed whenever needed—quickly—economically.
- A simplified duct of one standard size—1⅜″ x 2⅞″—for both high and low potential runs. Eliminates confused specifications . . . easier to understand . . . easier to lay out . . . easier to order . . . easier to install . . . easier to maintain.
- Minimum number of junction boxes and fittings required for one-, two- or three-duct layouts. The number of parts have been reduced more than 60%.
- Installed without excess labor or interference in all types of conventional floor construction.
- NEPCODUCT is a steel raceway system providing complete mechanical security and electrical bonding as required by the *National Electrical Code.* Fully approved by Underwriters' Laboratories, Inc., for both high and low potential service.
- Let us send you complete information. Call our sales office nearest you, or write to the address given below.

Nepcoduct The STEEL Underfloor Distribution SYSTEM



(Left) Low potential service fitting. *(Right)* High potential service fitting. Streamlined design—brushed brass finish—simple, strong construction.

One standard-size duct—smooth, welded construction—rounded corners, for strength in floor construction.

EVERYTHING IN WIRING POINTS to— NATIONAL ELECTRIC PRODUCTS WIRING SYSTEMS

National Electric Products Corporation
Pittsburgh 30, Pa.

foot of space, through revealing the true quality of merchandise, stimulating impulse sales and reducing the number of returns."

The store lighting campaign consists of a plan book, which outlines suggested methods for successful selling in this field, market data, advertising plans, advice on sales training and organization, and other information, Mr. Wagner said. A series of 12 mailing pieces, for a complete year's campaign; an attractive consumer booklet, for distribution by lighting salesmen; a forceful sales visualizer, which packs the profit possibilities of planned store lighting into a hard-hitting 10 minute presentation, and a recommended lighting layout and recommendation form, complete the list of program material.

A large percentage of retailers have already indicated their intention to invest in new lighting, Mr. Wagner pointed out, and "this offers an opportunity for the electric utility company to convince them of the desirability of having a sound lighting plan made before they buy. Merchants not now intending to change their lighting must be sold on the many benefits of good light, and show how only lighting that is carefully planned will bring these benefits."

This program offers an industry-wide approach to the lighting market, Mr. Wagner said, emphasing that "contractors, wholesalers, fixture manufacturers, consulting engineers and store equipment manufacturers can join the electric utility company in promoting Planned Lighting. The utility lighting department can help these allies by assisting in the preparation of planned lighting recommendations, and in training their personnel to make such plans."

Balcom Elected RMA President

Max F. Balcom, vice-president and treasurer of Sylvania Electric was recently elected president of the Radio Manufacturers Association. He has been active in RMA for the past twelve years, serving as vice-president for two separate terms and as a board member for the past five years. During the war and reconversion periods he represented the association in joint effort with government agencies to expedite tube production. Among other official RMA posts he has served as chairman of the OPA Radio Tube Manufacturers Industry advisory Committee and chairman of the RMA Surplus Disposal Committee.

His association with the electric industry began in 1918 when he joined the staff of Novelty Incandescent Lamp Company, predecessor company of Sylvania Electric as purchasing agent. In 1924 when the Sylvania division was organized to manufacture radio receiving tubes, he became a director of the division. In 1931 he became assistant secretary of the combined lamp and tube divisions, and was elected director of the corporation in 1934.

Max F. Balcom

From 1937 to 1944, as vice-president in charge of the Radio Tube Division, he directed the expansion of Sylvania in the receiving tube, cathode ray tube and special electron tube fields.

Distributing Firm Formed in Dallas

Official announcement has just recently been made of the formation of a wholesale distributing firm, Rogers, Leche and Merchant, Inc., which has been operating for some months in the electrical appliance field in Dallas, Texas. The firm is incorporated for $50,000.

This company is distributor in North Texas for the Majestic Radio and Television Corporation and in addition represents the O. A. Sutton Corporation of Wichita, Kansas, manufacturer of the Vornadofan air circulator and the Tracy Manufacturing Company of Pittsburgh, Pa., manufacturer of sinks and kitchen cabinets.

Dan D. Rogers, Dallas banker and sportsman, who is president of the Cotton Bowl Association, is president of the distributorship; Miles F. Leche, head of the Dallas advertising agency of Leche and Leche, is vice-president and Lawrence Merchant, widely known in Southwestern appliance circles, is general manager. Arnold H. Grote, until recently with the Peasley-Gaulbert Corporation, is assistant general manager.

Offices and show rooms are at 301 North Market in Dallas.

Florida Distributors Have New Quarters

The new Florida quarters of the Peaslee-Gaulbert Corporation, distributors of electrical appliances, furniture, building materials and floor coverings, is nearing completion at 2137 Liberty St., Jacksonville, Fla.

Offices, display rooms and a warehouse for the firm of manufacturers' agents will be housed in the $200,000 two-story structure.

The plant, extending from Liberty to Walnut Street along the Southern Railroad, on the St. Johns Terminal trunk line, will have facilities for loading five cars at one time. Floor space is approximately 73,000 square feet.

The north side of the building's first floor will be devoted to the Wright Hotel Equipment Company, with a complete display of hotel and restaurant supplies offered. Remainder of the floor will contain the offices, shipping department and warehouse of the Peaslee-Gaulbert Corporation. The second floor will contain display rooms for the benefit of dealers.

All shipping and receiving will be handled at the Walnut Street entrance, while ample parking space will be provided for customers on the Liberty Street side of the building.

Founded in 1867, Peaslee-Gaulbert, a Kentucky corporation, opened a branch in Jacksonville 12 years ago. This city is Florida headquarters for the concern, which also maintains warehouse and sample room facilities in Miami and Tampa. It employs approximately 110 people in Florida, 60 of them in Jacksonville.

Electromode Booklet Sells Home Heating

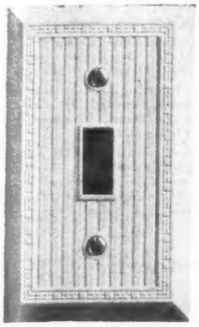
"Plan for Perfect Heating" is the title of a new 24-page consumer booklet now being distributed by Electromode Corporation, Rochester, N. Y. The company manufactures Electromode all-electric heaters for homes, industries, and farms.

Containing archietects' drawings, floor plans, and interior photos, the booklet describes the benefits of electrical home heating and shows how Electromode Portable and Bilt-in-Wall Heaters may be used for occasional warmth; as auxiliaries to the central heating system; and for all-

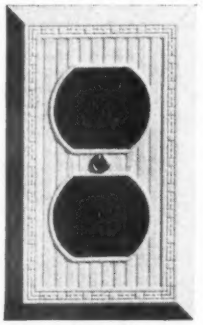
IMMEDIATE SHIPMENTS
Unlimited Quantities

Ivory and Brown

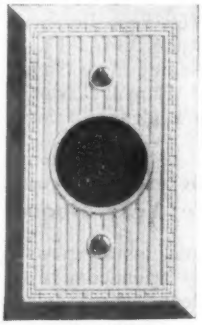
SWITCHPLATES • • • DUPLEX OUTLET



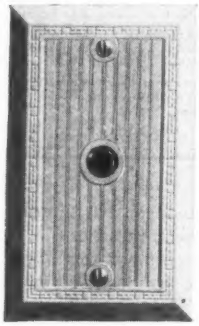
No. 102
One gang Toggle Plate
Brown $42 per 1000
Ivory $50 per 1000



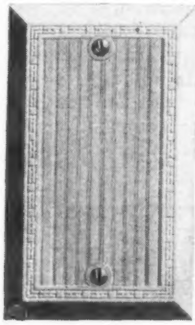
No. 104
Duplex Receptacle Plate
Brown $42 per 1000
Ivory $50 per 1000



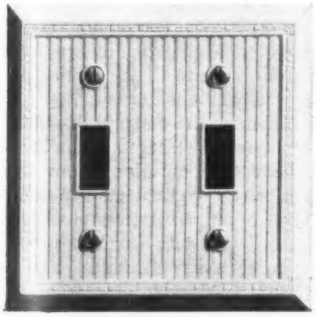
No. 106
Single Receptacle Plate
Brown $42 per 1000
Ivory $50 per 1000



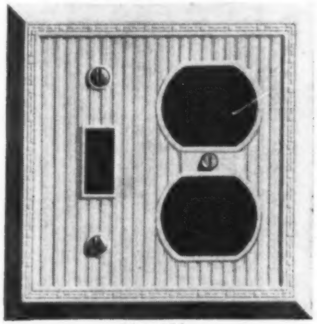
No. 116
Telephone Plug Plate
Brown $42 per 1000
Ivory $50 per 1000



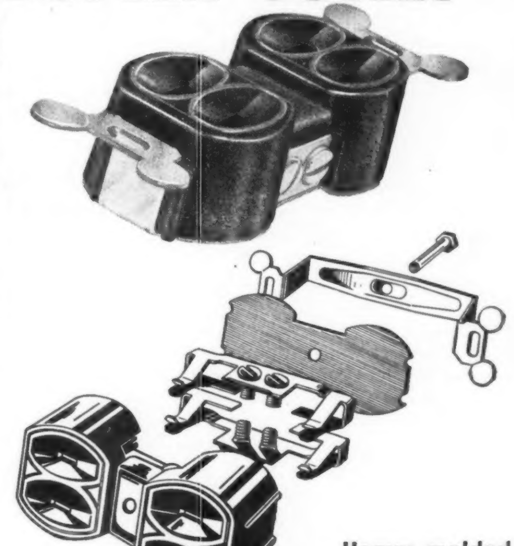
No. 118
Blank Plate
Brown $42 per 1000
Ivory $50 per 1000



No. 108
Two Gang Toggle Plate
Brown $84 per 1000
Ivory $100 per 1000



No. 110
Combination One Gang Toggle and Duplex Receptacle Plate
Brown $84 per 1000
Ivory $100 per 1000



Heavy molded Plastic; double-sided contacts; plaster ears; designed for easier wiring, quicker installation. Brown or Ivory.

Orders **shipped immediately after they are received.**

- **Each plate packaged in an individual envelope complete with screws.**
- **Prices quoted are for wholesale electrical supply houses and jobbers only.**

Samples sent upon request.
Terms: Less 2%,
10 days, F.O.B. Los Angeles
PLACE YOUR ORDER TODAY!

ALL-PLASTIC MANUFACTURING CO.

501 N. Figueroa Street • Phone TRinity 0851 • Los Angeles 12, California
Address all correspondence to P.O. Box 2135, Terminal Annex, Los Angeles 54, California

around home heating in areas where electric power rates permit.

Printed on the booklet's inside front cover is a letter from the company which may be "personalized" by writing in the name of each prospect to whom a copy is sent. A business reply card is included, to facilitate inquiries for further information about the heaters. Early returns indicate an enthusiastic response from consumers in many areas.

"Plan for Perfect Heating" is the keynote of Electromode's 1947 sales promotion program, believed to be the most ambitious ever launched in the electric heater industry. A sample copy of the booklet is included in a 14-piece dealer aid kit offered free to all Electromode retailers. The dealer kit also contains a selling guide booklet for retail clerks, counter and window display material, a variety of direct mail folders and bulletins, radio spot announcements and dealer newspaper ads.

The booklet will be offered to consumers for ten cents in a series of Electromode advertisements in Life, Better Homes & Gardens, Good Housekeeping, Parents' Magazine, Holland's, Sunset and Small Homes Guide. Handout copies will be made available at bulk rates to Electromode's wholesalers and dealers.

Herb Names Elected New NERA President

The new president of the National Electrical Retailers Association is Herb Names, of Herb Names, Inc., Denver, Colorado. Mr. Names was elevated to the presidency of the association at a meeting of the executive committee held in Chicago in July.

He succeeds Paul Kees, Kees Appliance Company, Madison, Wis., who concluded one year of service as NERA head, during which time Mr. Names served as vice-president. As immediate past president of the association, Mr. Kees was appointed to the executive committee at the July 15 meeting.

Also elected officers of NERA were K. J. Stucky, Stucky Bros., Ft. Wayne, Ind.; vice-president; and Julius Kovach, Paramount Good Housekeeping Shop, Racine, Wis.; secretary and treasurer. Both Mr. Stucky and Mr. Kovach have been active in the National Electrical Retailers Association since 1944 when the association was first incorporated.

The executive committee also appointed one new member to the NERA Board of Governors. He is Wm. C. Shields, Shields Electric Co., Boston. Mr. Shields has been in the appliance merchandising business for nearly a quarter of a century, and a member of the National Electrical Retailers Association since March, 1946.

Previously elected members of the NERA Board of Governors are: Charles G. Segner, Brentwood Electric Sales & Service Co., Pittsburgh; Nate Weinzimmer, Foresthill Appliance Co., Cleveland; Lloyd C. Bell, Felder-Bell, Inc., West Palm Beach, Fla.; K. J. Stucky, Stucky Bros., Ft. Wayne, Ind.; Herb Names, Herb Names, Inc., Denver; and Harold Taylor, L. C. Taylor Co., Pasadena, California.

Automatic Home Washers Have Five Year Boom

Launderall distributors from coast to coast attended a two-day national sales convention sponsored by the F. L. Jacobs Co. recently and learned that:

Two new products are being prepared by the company—an automatic dishwasher and a combination food warming tray and portable heater.

A national advertising campaign soon will be launched in addition to a special co-operative program in newspapers, based on comparative tests made with Launderall and other automatic washers by the Detroit Testing Laboratory.

A factory sales-training program has been adopted to assist distributors and dealers.

Factory-conducted service schools for distributors and servicing dealers will be held in the company's Detroit plant.

A minimum of five boom years is ahead of the automatic washer industry, according to Launderall sales manager Clyde G. Remmo.

In addition, the distributors toured the company's enlarged main plant here, held sectional discussions with the company's regional sales managers and service representatives, and were entertained by state finalists for the forthcoming Miss America Pageant in Atlantic City.

The company also exhibited a coin-metering device for Launderalls installed in apartment houses.

Top factory personnel attended the meeting, including Rex C. Jacobs, president; Clare S. Jacobs, executive vice-president; Edward A. Ash, director of the appliance division; H. D. Stolcenburg, national service manager; E. R. Leeder, general manager of the Indianapolis plant, and Mr. Remmo.

EUREKA'S NEW IRON — The White Cross automatic electric iron, manufactured by National Stamping & Electric Works, Chicago, a subsidiary of Eureka Williams Corp., smoothes the way for easier and cooler ironing. The iron which weighs 3¼ pounds, features a bakelite grip mounted on fins and over-all areated top shell. It has a heat control dial indicating exact temperatures for all fabrics, operates on a-c current, and is listed by Underwriters' Laboratories.

DATES AHEAD

National

46th Annual Meeting, National Electrical Contractors' Association, San Francisco, Calif. September 8-10, 1947. Clint J. Harder, National Secretary, 633 Investment Bldg., Washington 5, D. C.

Annual Convention, Illuminating Engineering Society, New Orleans, Sept. 15-22, 1947.

Annual Conference, International Association of Electrical Leagues, Statler Hotel, St. Louis, Mo., October 8-11, 1947. O. C. Small, Secretary, 155 East 44th Street, New York 17, N. Y.

Transmission and Distribution Committee, Edison Electric Institute, Benjamin Franklin Hotel, Philadelphia, Pa., October 9-10, 1947.

2nd International Lighting Exposition and Conference, Stevens Hotel, Chicago, Ill., November 3-7, 1947. A. B. Coffman, Manager, 111 West Jackson Blvd., Chicago 4, Ill.

Industrial Relations Committee, Fall Conference, Edison Electric Institute, Mayflower Hotel, Washington, D. C., November 20-21, 1947. (The Personnel Administration Section, Southeastern Electrical Exchange, will meet jointly.)

Southern

Fall Conference, Engineering and Operation Section, Southeastern Electrical Exchange, Henry Grady Hotel, Atlanta, Georgia. Sept. 25-26, 1947.

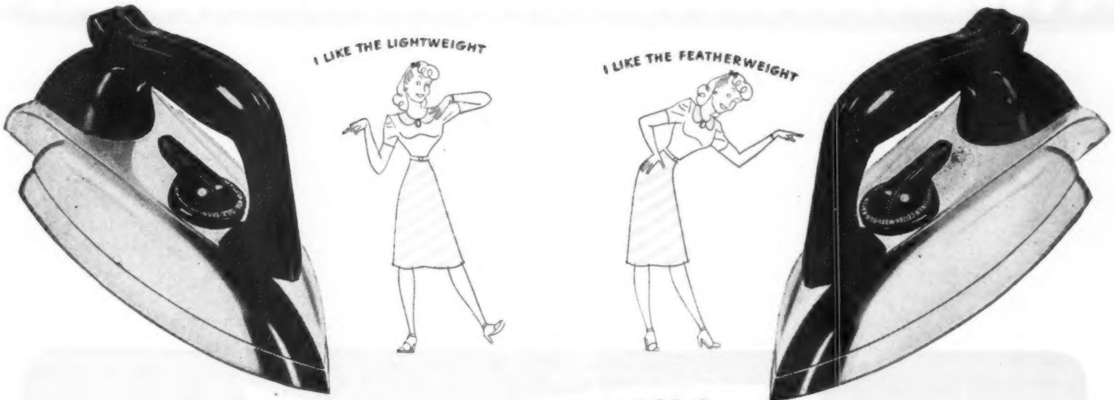
Southern Section, International Association of Electrical Inspectors, George Washington Hotel, Jacksonville, Florida, Oct. 27-29, 1947. A. M. Miller, Secretary-Treasurer, 910 West 30th St., Richmond 24, Virginia.

General Sales Conference, Southeastern Electric Exchange, Atlanta Biltmore Hotel, Atlanta, Ga. October 29-31, 1947.

Accounting Conference, Southeastern Electric Exchange, Roosevelt Hotel, New Orleans, La., November 13-14.

THE YEAR'S BEST

DOUBLE FEATURE



IDENTICAL TWINS...

but with . . . one dramatic difference

MODEL LPC-414C. This ever-popular LPC-414C Adjust-O-Matic Iron continues to be a best seller in the appliance field . . . featuring a streamline design for better balance and "gliding" . . . a smooth soleplate of extra-hard cast iron, triple-plated with layers of copper, nickel and finished with extra-hard, scratch-resisting chrome. The shielded, 1000-watt element delivers heat rapidly over entire ironing surface. Never too hot or too cool. No waiting for heat to "catch up".

WEIGHT 4 POUNDS

MODEL ID-64. The ID-64 has the same advantages, features and Westinghouse prestige as its *twin sister*. Identical as two peas in a pod except the ID-64 weighs only 3 pounds. It has an aluminum alloy base with a 1000-watt Corox heating element cast in. This construction, plus the fast heat conductivity of aluminum, assures a 100% heat distribution directly to base . . . less weight, less ironing effort . . . less metal to be heated; heats faster and consumes less current.

WEIGHT 3 POUNDS

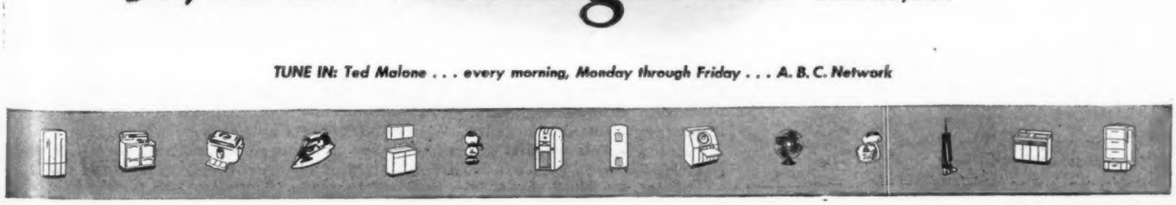
Almost identical twins! So what's the difference? Basically it's just a matter of one pound. Why? Because some women like a 4-pound *Lightweight* and others prefer a 3-pound *Featherweight.* Now, Westinghouse has both . . . two Adjust-O-Matic Irons, identical in appearance, priced the same, but with different construction features; the first time any manufacturer has made it possible for your prospects to select an identical iron, performance-wise, in a weight preference.

DELIVERY? They're becoming available in ever-increasing quantities to help you maintain the good will which, as a Westinghouse Full Line Dealer, you have enjoyed throughout the years.

WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD, OHIO

Every house needs **Westinghouse** *Plants in 25 Cities*
Offices Everywhere

TUNE IN: Ted Malone . . . every morning, Monday through Friday . . . A. B. C. Network



The announcement by Mr. Stolcenburg that factory-conducted service schools would be held was followed by the disclosure of the sales training program for distributors and dealers.

A careful market analysis of the product has been started, Mr. Remmo said, with slide films, literature and other sales implements to follow. After forecasting the five-year "boom" period for automatic washers, which he described as a minimum prediction, Mr. Remmo said that the appliance industry was the sixth largest in the world, with the sale of washing machines a close second to refrigerators.

Automatic washers, he said, now represent 30 per cent of all units sold and 50 per cent of the industry in dollar volume.

"Even though the F. L. Jacobs Co. is prepared to manufacture 200,000 Launderalls in 1948, this won't even begin to saturate the market potential," Mr. Remmo said. "There are at least 2,500,000 prospects right now, and the entrance of other manufacturers will help rather than hinder business."

He said that there are 17,000,000 washing machines in use at present—"half of them 10 to 15 years old"—that many of them are obsolete and most of them are worn out. There are 28,000,000 wired homes in the country, he added, but only one in 1,000 has an automatic washer "although eight out of ten women want their washers to be completely automatic."

Certified Lamps Debut Scheduled in September

Certified Lamps, result of years of experimental research by the country's leading lamp makers, designers and lighting engineers, will make their coast-to-coast bow to the public during National Certified Lamp Week, September 8-13, Don M. Julien, executive secretary of Certified Lamp Makers, announced recently.

His disclosure set the first definite date for unveiling the smart new lamps to the buying public. The special introductory week and the specific dates bounding it were arrived at after consultations with leading retailers throughout the country. Early September was decided upon to give retailers an opportunity to re-arrange stocks and brief their personnel on Certified Lamp selling points. The week itself marks the start of the buying season and will see retailers well stocked with the new lamps.

Certified Lamp Week will allow all retailers to show the new lamps simultaneously and at the peak of a widespread advertising and promotion campaign. In announcing the date for the Certified Lamp debut, Mr. Julien urged lamp makers and retailers alike to co-operate closely in observing the date of the first showing so as to reap the full benefits of the broad and carefully-timed promotional campaign.

Prior to the start of the special week on September 8th, complete advertising and promotional brochures will be made available to retailers as will newspaper mats, posters, radio spots and suggested publicity stories. At the request of some of the large retailers, a special full-page Certified Lamp advertisement for newspaper use has been prepared. To be run over the signature of retailers in a group, the advertisement gives a complete, hard-hitting word picture of the new lamps.

Representative Appointed By Ward Leonard Company

The appointment of Durling Electric Company, 2002 St. Paul St., Baltimore 18, Maryland, as representative of Ward Leonard Electric Company, Mount Vernon, N. Y., has been announced.

The Durling Company will represent Ward Leonard in the territory consisting of Virginia, south central Pennsylvania, Maryland, except for the Washington area, and Delaware south of Wilmington.

Wichita Distributor Appointed by Apex

Hennigh's, Inc., has been appointed distributor for the Apex line of washing machines, vacuum cleaners, and ironers for the Wichita (Kas.) area, it has been announced by A. C. Scott, vice-president in charge of sales for Apex Electrical Manufacturing Company.

Hennigh's, Inc., located at 119 North Waco St., in Wichita, is one of the newer organizations in the distributing field. It was founded by O W. Hennigh, its president, in July 1946.

Mr. Hennigh himself, however, is not a newcomer to the field. He has operated highly successful wholesale radio and appliance distributing organizations in the Wichita trade territory since 1931. He is noted for aggressiveness in the merchandising and sales training program fields. His activities along those lines have kept him consistently high in volume sales among the appliance distributors of the area.

Under the new distributorship, Apex service in the Wichita territory will be supervised by Henry Hay, who is service department manager.

STORAGE MAGIC—Believe it or not, but all the items on the tray can be placed in this rolling door cabinet, made by Youngstown Kitchens, Mullins Manufacturing Corporation, Warren, Ohio. The cabinet, which is made in 18 and 24-inch widths, provides plenty of storage space, and tucks away in the unused area between wall cabinets and base cabinets. The door rolls up and down like the old-fashioned roll-top desk.

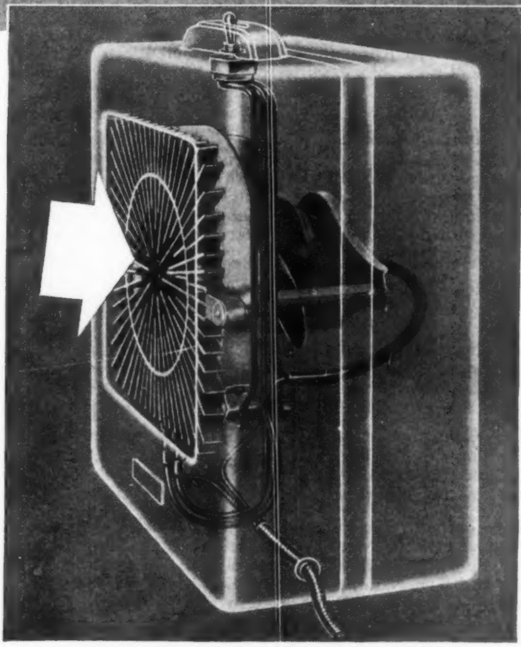
THE HEATER SENSATION OF THE YEAR!

ELECTROMODE

WITH THE EXCLUSIVE, PATENTED **SAFETY-GRID**

NO wonder buyers everywhere are choosing Electromodes—the only heaters on the market with the Safety-Grid—the exclusive, patented cast-aluminum heating element that has no exposed hot wires or glowing coils . . . that won't, *can't* cause fire, shock or burn!

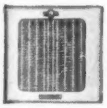
Here is the greatest selling feature an all-electric heater ever had . . . *and only Electromode* has it! Dealers and wholesalers all over the country are cashing in on this quality-built line of all-electric heaters. Join the profit parade. Sell Electromode.



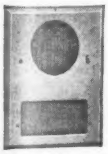
X-Ray view of Electromode Portable Heater shows the exclusive cast-aluminum Safety-Grid.

A COMPLETE LINE OF HEATERS OFFERING YOU *GREATER SALES AND PROFITS!*

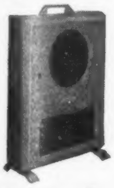
PORTABLE ROOM HEATER. A sturdy "quality" heater that's completely safe for children. Combines lightness with compactness. Plugs in anywhere.



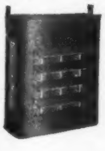
BILT-IN-WALL SMALL-ROOM HEATER. Easily installed in bath or any small room; requires no special wiring.



BILT-IN-WALL ROOM HEATER for homes or offices. Employs unique Down-Flo principle of warm air delivery. Manual or thermostatic control.



PORTABLE ROOM HEATER for home and office. Gives high BTU output; circulates warmth by Down-Flo principle.



STANDARD UNIT HEATER for industrial use. One of a complete line of Electromode standard and specialized industrial unit heaters.

A GREAT PROMOTION PROGRAM TO HELP YOU SELL!

We back you 100% with a big, soundly-planned advertising campaign—Electromode Domestic Heater ads month after month in leading magazines . . . consistent Industrial Heater advertising in top business papers. And a complete, up-to-date array of sales promotion aids! Write Electromode Corp., Dept. ES-87 for complete information.

ELECTROMODE
All-Electric **HEATERS**

ELECTROMODE CORPORATION • 45 Crouch St., Rochester 3, N. Y.

WORLD'S LEADING EXCLUSIVE MANUFACTURER OF ALL-ELECTRIC HEATERS

Catalogs, Bulletins and Technical Data Available to Readers of Electrical South

137—Gorilla Grip Connectors. "Mechanical Principles of Gorilla Grip Electrical Connectors" is the title of the new 12-page booklet, No. 466, published by National Electric Products Corp., Chamber of Commerce Bldg., Pittsburgh. The booklet was compiled to assist engineers, jobbers, contractors and industrial purchasing agents in acquiring an exact understanding of the design and function of these connectors.

138—Electrical Fittings. A complete line of Gedney fittings which includes conduit bodies, as well as practically all fittings required for rigid conduit, armored cable, non-metallic cable, flexible conduit and EMT installations is described in a folder recently published by Gedney Electric Co., R. K. O. Bldg., Radio City, New York, N. Y.

139—Electrical Apparatus. The Trumbull Electric Mfg. Co., Plainville, Conn., has recently issued a condensed general catalog, "Trumbullist", which gives complete information on electrical control apparatus.

140—Infrared Lamps. An 8-page folder, "Drying Problems Made Easy", listing the advantages of the Dritherm Carbon Lamps is available from the North American Electric Lamp Company, 1041 Tyler St., St. Louis, Mo. This folder includes a complete description of how Infrared Radiant Energy with Nalco Dritherm Carbon Lamps provides fast, effective heat.

141—Multiflex Brushes. The Helwig Company, 2544 North 30th St., Milwaukee 10, Wis., has just issued catalog No. 245 which lists brushes by code numbers. This simplifies the ordering of the proper brushes.

142—Sun Lamp Data Book. The "Answer Book", recently published by Sperti Inc., Cincinnati 12, Ohio, answers all questions about the sun lamp. Catalog sheets are also available on the portable model P-100 and the S-200 pedestal-style lamp.

143—Circulation Fans. Detailed folders are now available from The O. A. Sutton Corporation, Wichita 2, Kansas, on all of their models of the Vornadofan. These folders are well illustrated and give a detailed description of each unit.

144—Trilmont Electric Heater. This booklet tells the story of the recognition won by the Trilmont Products Company, Philadelphia, Penna., for their electric heater. This company won The National Safety Award which was presented by Lewis & Conger, of New York City.

145—Chromalox Range Unit. Construction details and parts lists for the Super-Speed and Heatflo range units are shown in Bulletin CF-145, available from Edwin L. Wiegand Company, 7600 Thomas Blvd., Pittsburgh 8, Pa.

146—Transformer Demonstration Chart. This chart shows how banked secondary transformers operate under overload or fault conditions. The chart, SA-900, is published by the Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

ELECTRICAL SOUTH,
1020 Grant Building,
Atlanta 3, Ga.

August, 1947

Gentlemen:

Please send me bulletins indicated below.

No...... No...... No...... No...... No......
(Print Plainly)

Name........................Title.........

Company..............................

Address..............................

City & State..........................

152—Lighting Fixtures. Bulletin No. 10, available from The Spero Electric Corporation, 18222 Lanken Ave., Cleveland 19, Ohio, is a four-page brochure showing electrical fixtures and materials for electrical construction.

153—Ventilators and Blowers. Performance data, dimensions, and specifications are all included in the well illustrated bulletins, now available from the Schwitzer-Cummins Company, 1125 Massachusetts Ave., Indianapolis 7, Ind.

154—Welding Exhausters. Bulletin No. 736 describes the Octopus, Jr., a portable exhaust unit, and the Octopus, a heavy duty unit, for applications requiring greater exhausting and blowing volume. Available from the Chelsea Fan & Blower Co., Irvington, N. J.

155—Lighting for Schools. "Recommendations for Classroom Lighting" is the title of this booklet which gives case studies of several lighting installations in schools. This bulletin is available from The F. W. Wakefield Brass Company, Vermilion, Ohio.

156—Electrical Apparatus. This 48-page illustrated catalog shows electrical solderless terminal lugs, solderless service connectors, fuse clips, and many other electrical items. Published by Ilsco Copper Tube & Products, Inc., Cincinnati, Ohio.

158—Attic Fans. This folder describes the Dana Deluxe Attic Fan and is issued by the George B. Klee Company, 3501-27 Colerain Avenue, Cincinnati 23, Ohio.

160—Reactance Dimmers. Bulletin No. 74, issued by Ward Leonard Electric Co., 31 South Street, Mount Vernon, N. Y., describes in detail the Hysterset Electronic Control for the modern stage switchboard.

162—Junction and Meter Equipment. A series of bulletins describing junction boxes, telephone cabinets, metering equipment, etc., for indoor and outdoor applications, is available from the Walker Electrical Company, P. O. Box 8, Station D, Atlanta, Ga.

163—Metal Duct Housing. The first revision in five years of Catalog No. 445, describing and illustrating "4-by-4 Wirewa" has been completed by National Electric Products Corp., Chamber of Commerce Bldg., Pittsburgh 19, Pa. This re-issue gives electrical contractors, jobbers, engineers, and purchasing agents complete information on metal duct for housing and protecting electric wires and cables.

164—Bustribution Duct. This 23-page bulletin, No. 462, just issued by Bulldog Electric Products Co., Box 177, Detroit 32, Mich., describes in detail the Bulldog Feeder and Plug-In-Bustribution Duct for bus duct electrical distribution. The bulletin is profusely illustrated. The many drawings included show details of the duct, the various fittings, and the hangers, as well as diagrams of complete systems both of the centralized and decentralized system.

165—Lighting Research. The Benjamin Electric Mfg. Co., Des Plaines, Ill., has just published a new booklet covering the activities of the new Benjamin Laboratory. This booklet will be of special interest to all who are interested in the "behind-the scenes" portrayal of the research and testing which are essential to high quality and performance in lighting equipment.

166—Industrial Heat Lamps. The General Electric Company, Nela Park, Cleveland, Ohio, has announced the publication of a new industrial lamp folder. This folder, Y-689, contains six pages of photographs and technical data on the industrial heat lamps manufactured by the company.

167—Ventilating Fans. A new, 48-page manual to be used as a guide for dealers in the selection and installation of Silent Breeze ventilating fans for residential, commercial, and industrial applications, has just been issued by The Holcomb & Hoke Mfg. Co., Inc., 1545 Van Buren St., Indianapolis 7, Ind.

168—Electric Room Heaters. The Wesix Electric Heater Co., 390 First St., San Francisco 5, Calif., has informative data available on their Automatic Electric Room Heaters.

169—Materials Handling Hand Truck. A descriptive bulletin has just been issued by Handees Co., Dept. P, Bloomington, Ill., giving information about the company's line of hand trucks. Of special interest is the Model 88R, an appliance and refrigerator hand truck. This truck has a 1000-pound capacity.

170—Lock-Tite Pressure Connectors. The Thomas & Betts Co., Elizabeth 1, N. J., manufacturers of electrical fittings, has made available an illustrated folder describing their compact line of solderless pressure connectors.

171–Self-Supporting Cable. A new 52-page, fully illustrated manual on self-supporting cable has been issued by The Okonite Company, Passaic, N. J. Pertinent charts, tables and diagrams supplement the detailed descriptive matter answering the many questions which arise concerning the use of this type cable.

174–Aluminum Building Wire. Technical data on insulated aluminum building wire is now available in a bulletin designated as H-407 and available from Hazard Insulated Wire Works, Division of the Okonite Company, Wilkes-Barre, Pa. An insert gives comparative data on copper and aluminum conductors.

175–Adequate Wiring–An attractive booklet entitled "Are You Going to Build, Modernize or Repair?" has been announced by Pass & Seymour, Inc., Dept. ES, Solvay Station, Syracuse 9, N. Y. Written in language easily understood by the average home builder, this informative booklet describes in detail an adequate wiring system for the modern home.

176–Connectors for Aluminum Wire. To accommodate the increased application of aluminum building wire, Bulletin M-3, describing a full line of standard, compression-type connectors for aluminum, is available from the Burndy Engineering Company, Inc., 107 Bruckner Blvd., New York 54, N. Y.

177–Balanced Lag Renewable Fuses. Informative folders are available from Pierce Renewable Fuses, Inc., 51 Pacific Ave., Buffalo 7, N. Y., describing the company's line of balanced lag renewable fuses. Pierce fuses are listed by Underwriters' Laboratories, Inc.

178–Mobilite Fixtures. A 15-page booklet, entitled "Engineered Lighting" has been announced by Mobilite, Inc., Jersey City, N. J. The booklet describes and illustrates the various fluorescent fixtures manufactured by the company.

179–Paragon Timers. A folder of up-to-date bulletins on available timers and their prices is offered by the Paragon Electric Company, Two Rivers, Wisconsin, manufacturers of electrical equipment. Such items as industrial timers, self-lubricating time switches, poultry time switches, 7-day calendar dial time switches, and many others are described and illustrated in this folder.

180–Ceiling Ventilator. Installation and design of the Blo-Fan is fully described in a 4-page folder recently made available by the manufacturer, Pryne & Co., Inc., Los Angeles 54, Calif. The many diagrams illustrate the principle of the Blo-Fan.

181–Planned Home Laundry. As an aid to architects and builders in fulfilling a growing demand for planned home laundrys, Bendix Home Appliances, Inc., South Bend 24, Ind. has published an "Architects Handbook." Profusely illustrated, the 40-page, board-covered book presents eleven plans for step-saving home laundrys. The laundry rooms are lithographed in four colors and opposite each is a blue-print of the floor plan.

182–Network Protectors. A two-color bulletin, GEA-2017C, presents a detailed account of the construction, applications, and maintenance requirements of the General Electric network protectors for a-c secondary systems. Fifty-five photographs, one-line diagrams, and data charts illustrate the uses, accessibility, and special features of the protectors. The bulletin is available from General Electric Company, Schenectady, N. Y.

183–Line Maintenance Tips. "Chance Tips on Line Construction and Maintenance" is the title of an instructive bulletin published from time to time by A. B. Chance Co., 210 N. Allen St., Centralia, Mo., manufacturers of line construction and maintenance equipment. Chance Tips contains items of current interest as well as new products of the manufacturer.

184–Electrical Equipment Catalog. The Pyle-National Company, Chicago, Ill., announces a complete catalog describing all of their products, including the Pylets conduit fittings. The catalog contains information on a wide range of plugs and receptacles, dust-tight and explosion-proof fittings. fixture hangers, etc.

185–Flexible Cords and Cord Sets. Lowell Insulated Wire Company, Lowell, Mass., has available an illustrated folder describing their various types of cords and cord sets. Sizes, colors, and other pertinent information is given.

186–Hot Water Heater. Informative and well illustrated data are available from M. M. Hedges Manufacturing Co., Inc., Chattanooga, Tenn., on their line of Mertland automatic water heaters.

187–Electric Fans. A 25-page, profusely illustrated booklet describes in complete detail this company's line of 1947 fans. Booklet available from Emerson Electric Manufacturing Co., St. Louis 21, Mo.

188–Over-All Lighting. The F. W. Wakefield Brass Company, Vermilion, Ohio, has announced a cleverly illustrated booklet which begins with the fundamentals of lighting, progresses through the steps of how good lighting promotes easier seeing and the importance of adequate lighting in offices and drafting rooms, and concludes with discussion of a pertinent problem–how to maintain lighting equipment at its originally designed performance.

189–Laurelite Fixtures. Catalog No. 47, published by Zane Manufacturing Company, 65 Austin Street, Cambridge 39, Mass., describes and illustrates the all-inclusive fluorescent fixture line of this company.

190–Fluorescent Strip-Lite. Bulletin No. 147, available from Gibson Manufacturing Company, 1919 Piedmont Circle, Atlanta, Georgia, describes and illustrates the Strip-Lite fluorescent fixture. The booklet also gives diagrams showing installation in display cases, general store lighting, industrial lighting, and special home lighting.

191–Hole Cutter. A new folder featuring the "Jiffy" adjustable hole cutter for cutting holes in steel boxes, plates, tanks, etc., has been issued by Clyde W. Lint, 1144 West Washington Blvd., Chicago 7, Ill.

192–Portable Humidifier. The importance of proper indoor humidity is described in an 8-page booklet just issued by Hil-Lor Mfg. Co., 2716 S. South Parkway, Chicago 16,Ill. The booklet describes and illustrates Model 600 Hil-Lor Room Humidifier.

193–Seco-Lite Window Fan. A new bulletin has been announced by the Seco-Lite Mfg. Co., 4619 Easton Avenue, St. Louis 13, Mo., describing the features, installation, operation and specifications of this ideal window fan for small homes, apartments, and offices.

194–Hi-Strength Connectors. Jasper Blackburn Products Corp., St. Louis 6, Mo., announce an attractive folder which takes the reader on a "behind the scenes" tour of their plant to see how the Blackburn Hi-Strength Connectors are made.

195–Filt-R-Fan. Fifteen features of this year-round conditioner are described in a profusely illustrated folder available from Meier Electric & Machine Co., 3525 E. Washington St., Indianapolis 7, Ind.

196–Fluorescent Luminaire. Bulletin No. 1055 describes the V-Shaped Fluorescent Luminaire, which is so compactly designed that it appears to be semi-recessed. Bulletin No. 1054 describes the Electro "Louver-Lite." Both bulletins are available from the manufacturer, Electro Manufacturing Company, Chicago, Ill.

197–Attic Fans. "The A-B-C of Building Breezes" is the title of highly informative and well illustrated 47-page manual issued by Bar-Brook Mfg. Co., Inc., Shreveport, La. The "Breeze-builder" attic fan is described in complete detail along with installation and performance data.

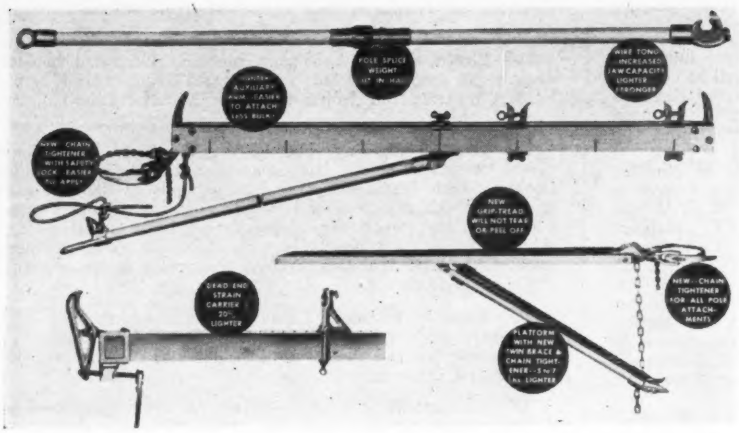
198–Re-Order Guide. A compact catalog depicting its complete line of lighting fixtures is now available from Lighttolier Inc., Jersey City 5, N. J. Descriptions and photographs of 105 lighting fixtures are to be found in this valuable booklet.

199–Industrial Fixtures. Informative data may be obtained from the Workolite Company, 522 Courtland Street, New York, N. Y. on their line of industrial fluorescent fixtures.

200–Aluminum Building Wire. An attractive, 32-page booklet on aluminum building wire has been announced by U. S. Rubber Company, Wire & Cable Dept., 1230 Avenue of the Americas, New York 20, N. Y. Such data as conductivity, corrosion resistance, soldering, voltage drop, etc. are given.

201–Adhesive Labels. Free samples and useful literature tell the story of self-adhesive Quick-Labels for marking wires, leads, circuits, conduits, etc. The labels are manufactured by W. H. Brady Company, 815 N. Third St., Dept. L., Milwaukee 3, Wis.

202–Lugs and Connectors. A profusely illustrated, 16-page booklet is available from Kruger & Hudepohl, 5 East Third St., Cincinnati 2, Ohio, describing their lnie of solderless terminal lugs and connectors.


POLE SPLICE WEIGHT
WIRE TONG INCREASED JAW CAPACITY LIGHTER STRONGER
AUXILIARY ARM EASIER TO ATTACH LESS BULKY
NEW CHAIN TIGHTENER WITH SAFETY LOCK EASIER TO APPLY
NEW GRIP-TREAD WILL NOT TEAR OR PEEL OFF
NEW CHAIN TIGHTENER FOR ALL POLE ATTACHMENTS
DEAD END STRAIN CARRIER 20% LIGHTER
PLATFORM WITH NEW TWIN BRACE & CHAIN TIGHTENER 5 to 7 lbs. LIGHTER

Aluminum alloy fittings, which replace the bronze fittings on hot line tools, greatly facilitate hot line work because of the reduction in tool weight.

Chance Hot Line Tools Fitted With Aluminum

Another adaptation of wartime production experience is found in the hot line tools with heat treated aluminum alloy fittings, manufactured by the A. B. Chance Company, Centralia, Missouri.

During the war this company made heat treated aluminum parts for airplanes and gun turrets. Now it has converted from bronze to the lighter aluminum alloy for its hot line tools.

In addition to the weight reduction which greatly simplifies handling, these new tools have many new features that make them easier to operate and more versatile in use.

The reduced weight made possible by the use of aluminum, takes much of the strain off of linemen when attaching platforms, auxiliary arms, and wire tongs to power line poles.

The above mentioned tools include a special chain tightener with lever action and safety lock that quickly secures equipment to the pole; twin braces for platforms that are lighter than the old single brace type; faster operating wire tongs with increased capacity and many other improvements.

Longmire New Manager Of Carolina Company

An announcement by W. W. Crowe, president, The Electric Supply Company, 128 Walton St., N.W., Atlanta, Ga., states that E. M. "Gene" Longmire has been appointed merchandise manager for Carolina Electric Appliance Company, Columbia, S. C. Carolina Electric is a branch of the Electric Supply Company.

Mr Longmire was formerly associated in commercial sales for Westinghouse Electric Supply Company.

Hotpoint Expansion Explained at Conference

Disclosing the company's approach to a "new position as a dominating factor in the nation's large stores," Hotpoint Inc., Chicago, Ill, geared its headquarters and field sales organization to meet the demands of converting what was a $20 million-a-year business to a $100 million annual enterprise in a regional sales conference recently.

Representing the southern regional sales district were: F. B. Williams, Atlanta, manager, and his staff including: J. T. Nee, Atlanta; D. H. Risher, Charlotte, North Carolina; H. L. Cushing, Dallas; H. L. Johnson, W. W. Gibbs, E. L. Wilson, Atlanta.

Placing emphasis on a "broadened but intensified" market research program and reorganization of distribution methods, the company's expansion story in terms of sales was dramatically told with fast-moving displays of films, charts, and visualizers presented by 50 key sales officials, headed by L. C. Truesdell, vice-president of marketing.

With James J. Nance, president, setting the pace in his opening keynote talk, the field organization was shown the "revolutionary" aspects of the recent inaugural of a plan by which General Electric's fast expansion program is affecting Hotpoint. The $25 million worth of new product facilities at Chicago will be augmented by greater amounts for facilities in other cities, making the sales outlook completely different, Mr. Nance said.

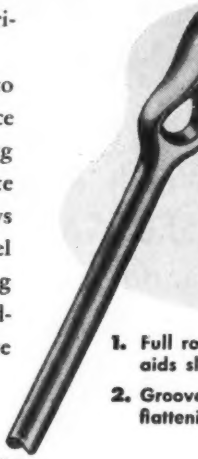
Citing as principal reasons why Hotpoint Inc. is looking towards the large furniture and department stores as a continually increasing market for the company's greatly-expanded flow of products, Mr. Truesdell pointed to their "well trained sales staffs, their

Southern regional sales executives of Hotpoint Inc., at the mid-year sales conference when promotional procedures for the company's multi-million dollar expansion were presented. From left to right: J. T. Nee, Atlanta; H. L. Cushing, Dallas; E. L. Wilson, W. W. Gibbs, F. B. Williams, regional manager, Herschel Johnson, all of Atlanta; D. H. Risher, Charlotte; and Wendy Edwards, Dallas.

Build LINE SECURITY *with* CHANCE ANCHORS ...the *EXPANDING ANCHOR* Digs In and Holds!

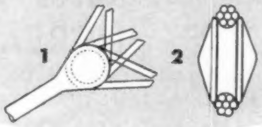
Chance All Steel Expanding Anchors are specified by engineers who know the value of equal distribution of holding power.

Built of tough, heavy ribbed steel, they *dig in* to solid earth with a minimum of soil disturbance and *hold* without danger of creeping or pulling out. The powerful blades expand in opposite directions, equalizing strain. Grooved guideways eliminate side twisting. For 21 years Chance Steel Expanding Anchors have been on the job, giving complete satisfaction. You can be sure of dependable results from these proven anchors. Once they're in—they're in to stay!

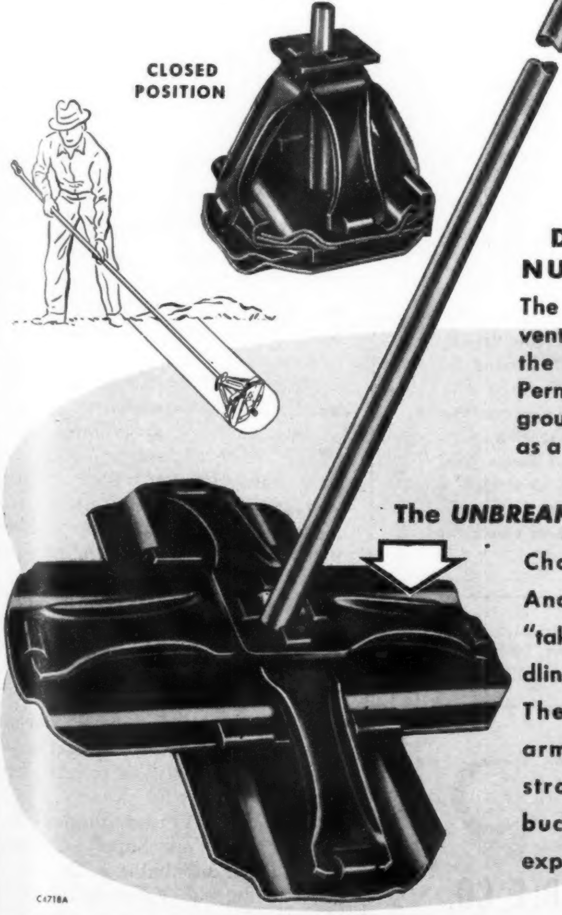


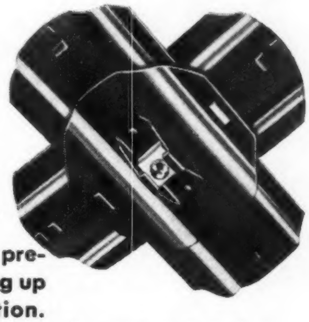
Improved Thimbleye FORGED STEEL ROD

This high strength, drop forged steel rod features the improved Chance Thimbleye.



1. Full rounded eye protects strand at varied angles, aids slack pulling.
2. Groove fits snugly around strand and prevents flattening or spreading.





DESTRUCTIBLE NUT RETAINER...

The patented nut retainer prevents the anchor from riding up the rod during installation. Permits driving the rod through the anchor into the ground when abandoning the anchor, and also acts as a truss brace.

The *UNBREAKABLE* ALL STEEL ANCHOR

Chance Expanding Anchors are built to "take it" both in handling and in the ground. The new expanding arm (arrow) is 60% stronger — will not buckle—assures full expansion of blades.

How much will an anchor HOLD?

Chance engineers have developed a new formula for determining the type and kind of anchor to use for every guying condition. Your copy is ready and will be sent upon request.

C4718A

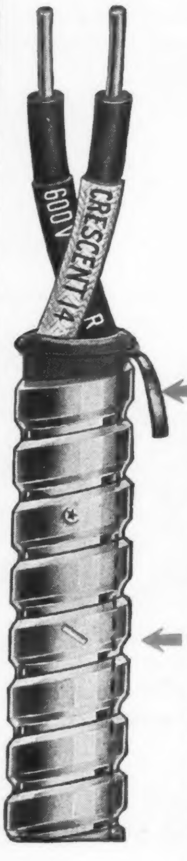
A · B · CHANCE CO ·

CENTRALIA, MISSOURI · SAN FRANCISCO, CALIFORNIA

ABC INDUSTRIES

CRESCENT

A. B. C. Armored Cable



Has These Improved Features Which Result in INCREASED SAFETY and LOWER COST

●

Bond Strip Under Armor

Permanently low armor resistance **is provided in sizes No. 14 and 12 AWG by use of a flattened, bonding wire which is in contact with the under side of each convolution. These sizes now are smaller and lighter, since they use the smaller diameter Type R conductors of the 1947 National Electrical Code.**

Prefabricated Break Lines

The Cut Mark (at 1½" intervals) shows the location of a prefabricated breaking line inside the armor Only a few strokes of a file guided by the Cut Mark are required to cut through one outer ridge, and a bend by hand severs the armor. This results in a clean separation with no sharp edge — a safer, easier and faster job. The prefabricated breaking lines are so designed that there is ***no reduction*** **in tensile strength, bending quality, crushing resistance and electrical conductivity of armor.**

The Armored Cable Industry is celebrating its 50th Anniversary. In the last 20 years alone over SIX BILLION FEET of Armored Cable have been installed.

CRESCENT WIRE & CABLE

CRESCENT INSULATED WIRE & CABLE CO.
TRENTON, N. J.

ATLANTA, GA., Edgar E. Dawes, 401-402 Rhodes Building
NEW ORLEANS, LA., Paul Hogan, Jr., 305 Levert Building
RICHMOND, VA., Robert W. Fishburne, 112-114 Exchange Bldg.
DALLAS, TEXAS, M. C. Huie Company, 707 Thomas Building

ability to display merchandise in effective package units, their traffic value, and the store management's progressive thinking along promotion lines."

In addition to department and furniture stores in its "key account" program, Hotpoint also will look to "large specialty shops, electric utility companies, retail stores and chain outlets," Mr. Truesdell said. The company also will sponsor a store program to support department stores in competitive advertising locally, he said.

Through its broadened market research program, defined in the meeting as a "sales service function," the company will conduct a continuing survey of "efficiency of distributors and dealers, its channels of distribution, strength of competitive distributing organizations, strength of competitive products, and appraisal of consumer's attitude towards new products and unsatisfied needs," the Hotpoint official said. Personal calls, combined with dealer and consumer panel, mail questionnaires, and analyses of sales records will help provide this key information as basis for the merchandising program.

New Quarters Occupied By Atlanta Company

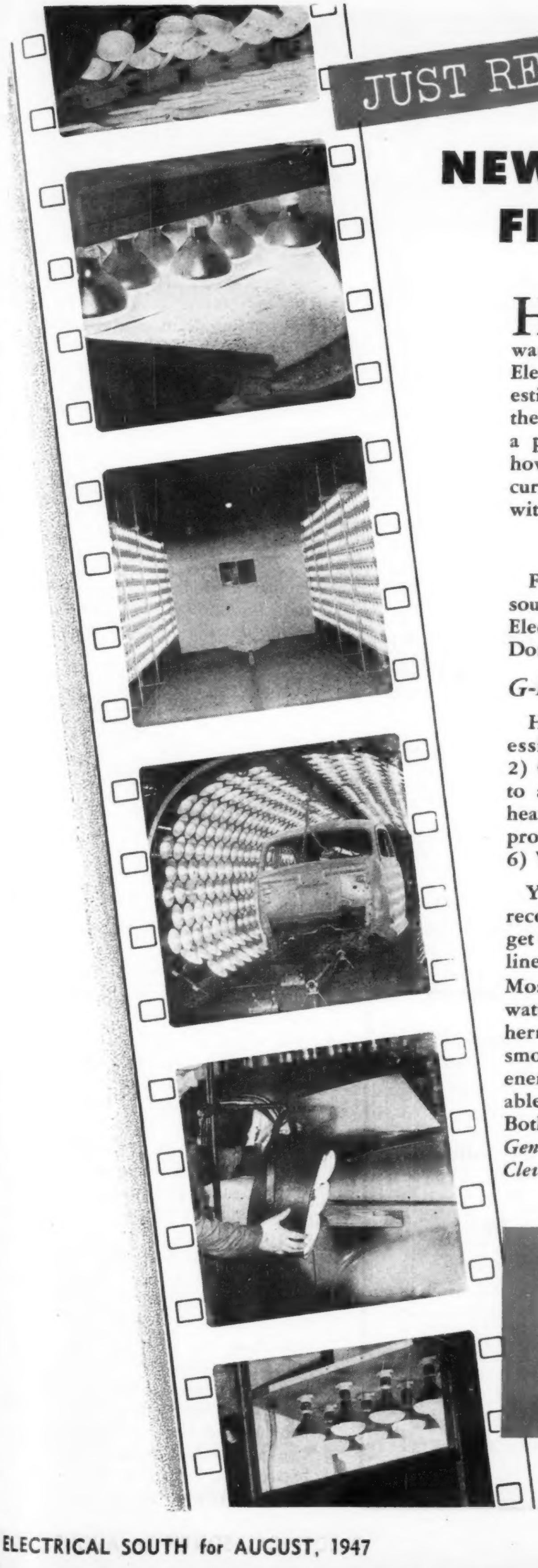
Electronic Distributing Company, Inc., distributor of Farnsworth radios and phonograph-radios in the major portion of Georgia, has moved into spacious new quarters on Peachtree at West Peachtree Street in Atlanta, and has greatly expanded its specialized merchandising operations.

The finely-appointed offices and showrooms are flanked by a large warehouse area with easy street access. The well-coordinated setup speeds dispatching and service for the firm's selected dealers.

Cody Laird, well known Atlanta business executive, is president of Electronics Distributing; Harry H. Hurt, who has had wide experience in management and merchandising, is vice-president and general manager; and R. H. Dobbs, Jr., financial and marketing specialist, is secretary-treasurer.

Claude A. Almand, formerly associated with York Supply Company, Farnsworth distributor in Dayton, O., is handling the Farnsworth line for Electronics.

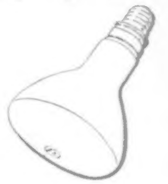
Mr. Hurt pointed out that the Farnsworth policy of having a limited number of carefully selected dealers parallels Electronics' program for the establishment of a sound dealer organization able to withstand varying economic strains.



JUST RELEASED:

NEW G-E SOUND SLIDE FILM ON INFRARED

HERE'S a 30-minute picture story you can't afford to miss! This brand new, full-color, sound slide film was prepared for industrial production people by General Electric. It gives you quickly and interestingly all the facts you need to size up the value of infrared radiant energy as a production tool. And you'll see how baking, preheating, dehydrating, curing and drying can be done better with infrared lamp ovens.

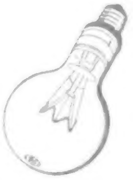


Showing in your Area

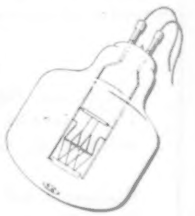
For full information on the showing of this important sound slide film in your area, call your nearby General Electric Lamp office—or your electric service company. Don't miss it!

G-E Infrared Lamps offer Important Advantages

Here are six ways infrared processing can help: 1) Low first cost. 2) Quick, easy installation—adaptable to any production scheme. 3) Quick heat at low operating cost. 4) Faster production. 5) Low maintenance cost. 6) Worker safety and comfort.

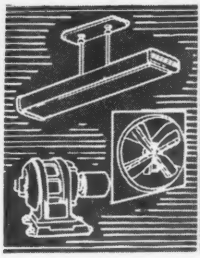


You put these advantages to best use by consulting a recognized oven manufacturer. And by making *sure* you get G-E infrared lamps. General Electric offers a complete line of infrared Industrial Lamps, from 250 to 1000 watts. Most popular types in 250 and 375-watt sizes, are: (1) R-40 with reflector hermetically sealed in bulb, giving smooth, even distribution of radiant energy. (2) G-30 with clear bulb, suitable for open reflector installations. Both types have mechanical bases. *General Electric Company, Nela Park, Cleveland 12, Ohio.*

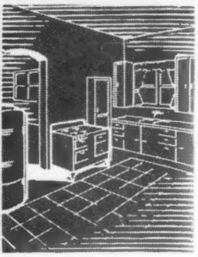


G·E LAMPS

GENERAL ELECTRIC

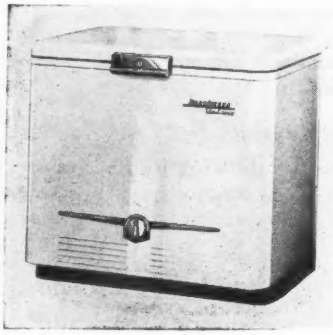


ELECTRICAL PRODUCT PARADE



801—Deepfreeze Home Freezer

Manufactured by Deepfreeze Div., Motor Products Corporation, North Chicago, Ill.



FEATURES of the model A5-47 home freezer include: 4.8 cubic feet freezing and storage capacity; automatic adjustable temperature control; counter-balanced lid for ease in use; sealed freezing unit with forced draft cooling, silent in operation and requires no oiling; sturdy lock in chromium finished handle; interior light provides automatic illumination when lid is raised; bonderized to prevent rust, two coats of white baked enamel on cabinet interior and exterior with chromium finished trim; more than 4 inches of balsam wool insulation; kicker toe space at cabinet base provides easier access to food without scuffing shoes or freezer base; and standard modern kitchen appliance height of 36 inches by 38 inches wide, and 26¾ inches deep.

* * *

802—Double-Duty Steam Iron

Manufactured by General Electric Company, 1285 Boston Avenue, Bridgeport 2, Conn.

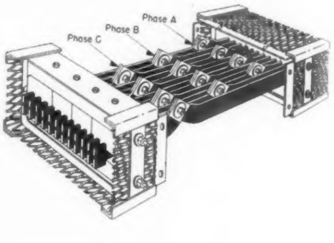
A TURN of the control knob converts this F30 dual-purpose iron, from steam ironing to automatic dry ironing. This iron steam-irons all types of fabrics from silks and rayons to light cottons and woolens without dampening and, when used as a dry iron, it finishes linens and starched cottons with tailor-like perfection.

An outstanding feature of the iron is its unique steam production. Only the exact amount of steam necessary for the fabric being ironed is produced, one drop at a time; and the steam automatically shuts off when the iron is set on the heel rest. This feature conserves steam and eliminates the necessity for frequent filling. The iron weighs 4½ pounds filled.

* * *

803—Universal Feeder Bus

Manufactured by National Electric Products Corporation, Chamber of Commerce Building, Pittsburgh, Pa.



SPECIFICALLY DESIGNED for conducting long runs of large alternating currents, this feeder bus has prime installation value where voltage drop must be minimized. Available in 800, 1000, 1350, and 2000 amperes capacity, this ventilated feeder bus is being produced in these types: 2 pole-single phase, 3 pole - 3 phase, and 3 phase - 4 wire.

Protected by an expanded mesh on all sides, the bus bars are interlaced, wrapped and insulated to assure the least possible temperature rise. This construction assures minimum weight and maximum heat dissipation.

To secure an easy and fool-proof method of joining the 10-foot sections, the silver plate ends of the individual bus bars are bent outward and edgewise at a 45° angle. A steel bolt, fitted with large flat and lock washers, is inserted to draw the bus bar ends together in a firm and positive joint. Cable lugs or other bus bars can be bolted at these joints for desired take-offs.

August, 1947

Electrical South
1020 Grant Building
Atlanta 3, Ga.

Please send me additional information on the following New Electrical Products described in this issue:

No........ **No.**....... **No.**....... **No.**....... **No.**.......

Name..

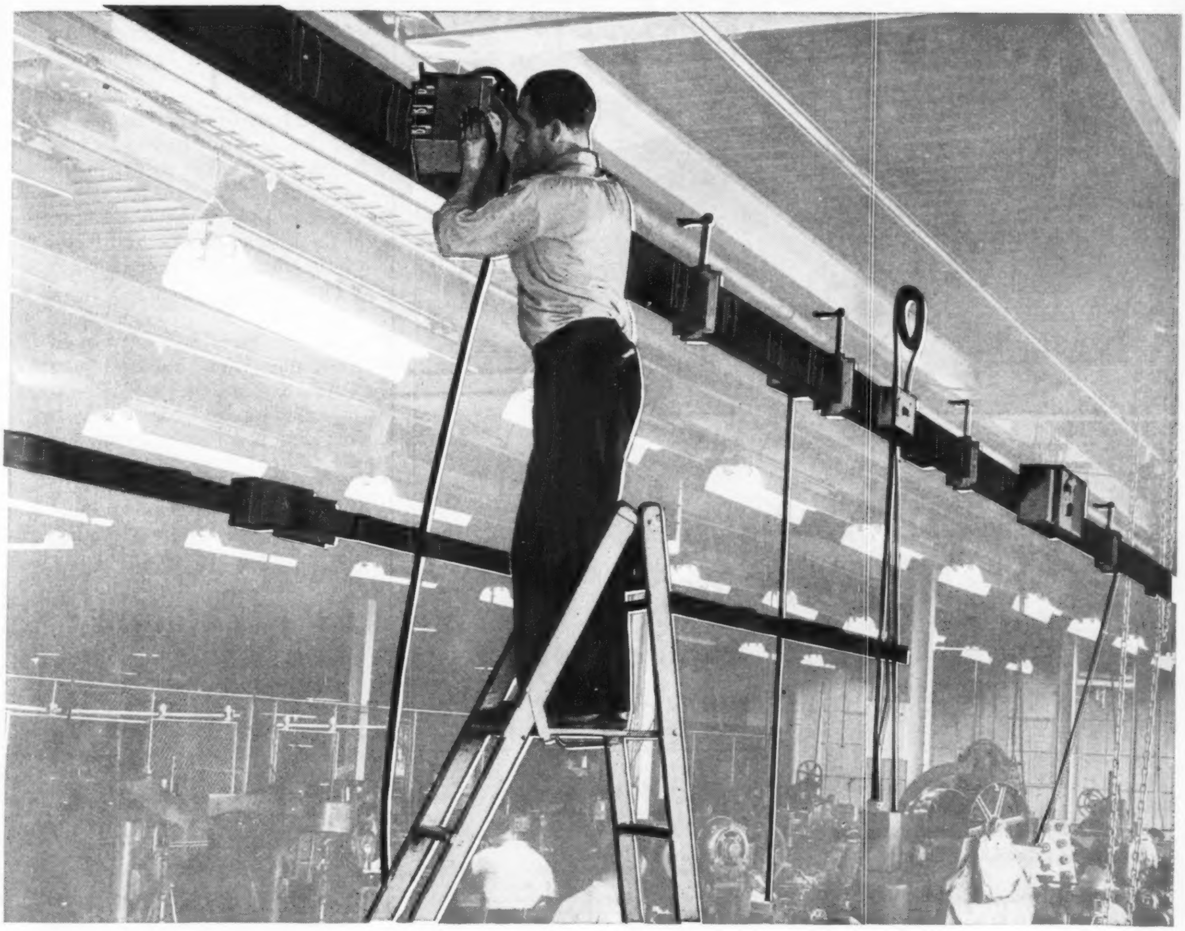
Company..

Position or Title...................................

Street Address....................................

City......................**Zone**....**State**...........

Why shut down to move one machine?



DO YOU reach for red ink when machines must be moved? Do you watch production take a dive because a whole line must be shut down to tap in one machine? And do you wince at the cost of rewiring to change a shop set-up?

Then check with BullDog BUStribution DUCT for plug-in power that covers your whole plant.

Every ten-foot section of this modern electrical feeder system has ten convenient outlets. When a machine is moved the electrician need only raise the plug to the nearest outlet, snap its contact fingers over the bus bars and bolt the plug to the casing. He can do the whole job in twelve minutes or less.

A single machine, or a dozen, can be relocated with no delays for new wiring . . . no interruption of power for the rest of the line.

Built in standardized, prefabricated sections, BullDog BUStribution DUCT can be dismantled, moved and re-installed in new locations or combinations without scrapping a single bolt.

Call your nearby BullDog Field Engineer for full information on this flexible, economical power system, or write BullDog direct for descriptive folders.

Adequate Wiring Serves and Saves

BULLDOG
ELECTRIC PRODUCTS COMPANY

BullDog manufactures Vacu-Break Safety Switches — SafToFuse Panelboards — Superba and Rocker Type Lighting Panels — Switchboards — Circuit Master Breakers — "Lo-X" Feeder BUStribution DUCT — "Plug-in" Type BUStribution DUCT—Universal Trol-E-Duct for flexible lighting—Industrial Trol-E-Duct for portable tools, cranes, hoists.

DETROIT 32, MICHIGAN. FIELD OFFICES IN ALL PRINCIPAL CITIES. IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO.

Chromy Says:

"From East to West— They Serve You Best!"

CHROMALOX
Electric
Range Units for Replacement
are available everywhere

No need to be short on CHROMALOX Range Units or replacement parts when you handle this fast moving line. Your orders can be filled through distributors located in all principal cities.

But more than this . . . CHROMALOX Replacement Units fit all ranges; they are profitable to sell and easy to install; a screw-driver is the only tool you need.

Get the facts.
Request CHROMALOX Catalog RU-47. It shows exactly the right CHROMALOX Units and Adaptor Rings to use for a quick and profitable servicing of all electric ranges.

Offer your customer
These Chromalox Units

TRIANGULAR . . .
Exclusive Triangular cross-section design for maximum speed, long service life. Made with Inconel, the durable, heat-resisting alloy. Chromalox Triangular Units stay flat.

SUPER-SPEED . . .
For finest "black heat" cooking. Preferred by leading chefs and housewives everywhere for its exceptional cooking qualities.

HEATFLO . . .
The best unit in the low-priced field. Economical initial cost; exceptionally reliable day-in and day-out operation.

On new ranges and for replacement
CHROMALOX
means "*Electric* Cooking at Its Best!"

RC-23

EDWIN L. WIEGAND COMPANY - 7600 THOMAS BLVD. - PITTSBURGH 8, PA.
C. B. ROGERS, 1000 Peachtree St., N. E., Atlanta, Ga.; L. R. WARD CO., 2711 Commerce St., Dallas 1, Texas; 932 M & M Bldg., Houston 2, Texas; 1239 Frankfort St., Tulsa 5, Okla.; W. R. PHILLIPS, P. O. Box 2561, Raleigh, N. C.; CHILTON & CHILTON, 4126 N. State St., Jackson, Miss.

Use coupon on page 68 to obtain additional information on these new electrical products.

804—Duplex Cleaner

Manufactured by General Electric Company, Premier Vacuum Cleaner Division, 1900 Superior Avenue, Cleveland 14, Ohio.

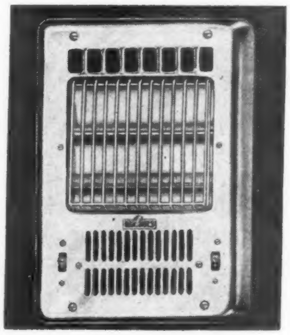
THE PREMIER DUPLEX "T2" embodies the outstanding features of the full line of cleaners, and in addition, has incorporated in its design the self-adjusting "Matho-Matic" nozzle which, with a simple two-way motion of the handle, adjusts itself to the pile of the the rug to be cleaned.

Other features include a two-speed, ball-bearing motor—high speed for thorough cleaning, low speed for throw-rugs and brush-up cleaning; "Vibra-Sweep" action; full-opening accordian-top dust bag for easy emptying; foot-pedal release for lowering handle; molded-rubber furniture guard; dirt-finding light; trigger-type switch; and noiseless casters. The cleaner is finished in gleaming plastic and polished aluminum.

* * *

805—Fan-Glo Heetaire

Manufactured by LaSalle Lighting Products, Inc., and Markel Electric Products, Inc., Buffalo, N. Y.



COMBINING abundant infrared ray heat plus fan-forced heated air, the Series 230 built-in wall heating units feature two heating elements with individually controlled switches. This enables the user to shut off one element and fan when desired.

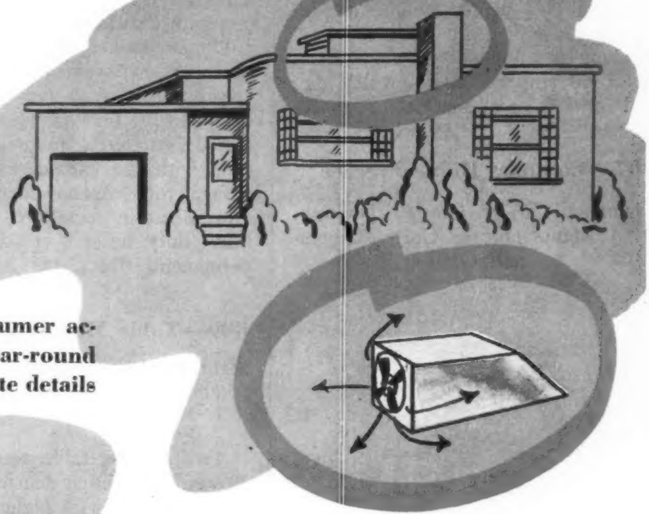
Finished in highly polished Nuchrome, the Heetaire is 12 inches wide and 18 inches high. The box is 10½ inches wide, 15 inches high, and 3 inches deep. The induction

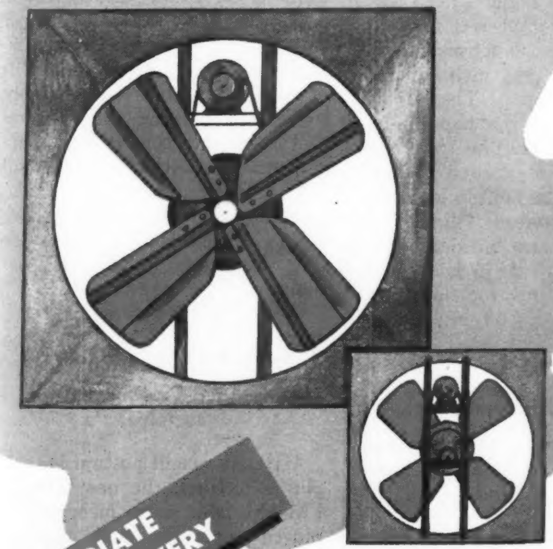
A *Year-Round Market* WITH

Silver-Aire

ATTIC—BASEMENT EXHAUST FANS

Proper air circulation is essential in every type construction. *There's your market!* The famous *Silver-Aire* Attic-Basement Exhaust Fans are "naturals" for homes, factories, warehouses, shops, restaurants, schools, offices, churches, auditoriums . . . *at the time of construction* or *for later installation.* So it's a year-round market! *Silver-Aire* Fans are *tested* fans and enjoy wide consumer acceptance. For substantial profits on this year-round market, SELL *Silver-Air.* Write for complete details today!





IMMEDIATE DELIVERY

***Silver-Aire* Fans are out in front in MODERN design and STURDY construction . . . equipped with G. E. or Westinghouse motors . . . combination fan blade and pulley . . . RUBBER mounted NEW Motors, and rubber mounted bearings. Heavy steel venturi . . . no radio interference . . . new special baked enamel finish. C.F.M. can be varied by adjusting variable speed pully.**

**IMMEDIATE DELIVERY! Distributed through jobbers and dealers only.
PRODUCTS OF**

C. & H. Air Conditioning Fan Co., Inc.

1591-1623 DEKALB AVE., N. E. ATLANTA 6, GEORGIA type motor is for 50-60 cycle, a-c only. The unit is tested and listed under reexamination service by Underwriters' Laboratories.

* * *

806—Tumbler Switch

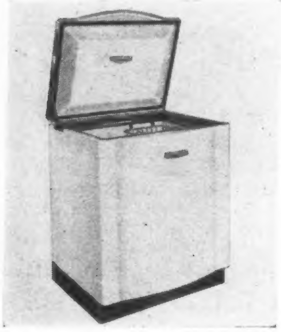
Manufactured by The Hart Manufacturing Company, 108 Bartholomew Ave., Hartford, Conn.

A NEW LINE of heavy duty, one, two, and three-pole tumbler switches has been developed for marine, domestic and industrial applications. Of extremely rugged construction, these Diamond H Type TU switches are designed for either a-c or d-c. Fast breaking and non-arcing, they are rated at 60 amperes at 250 volts, d-c, and for 500 volts, a-c.

* * *

807—Compact Home Freezer

Manufactured by Crosley Division, Avco Manufacturing Corp., Cincinnati, Ohio.



FOOD CAPACITY of 100 pounds is provided in this three foot home freezer, to be known as the "Frostmaster."

All working parts of this unit are hermetically sealed. Exposed hardware is corrosion resistant. The electric welded exterior shell of the cabinet is thoroughly sealed with mastic sealer to eliminate moisture infiltration. The home freezer is equipped with an automatic safety latch and table top work surface of linoleum with polished trim. Other features include the recessed toe base, flush-to-the-floor construction, and a removable wire basket.

* * *

808—Apex Washer

Manufactured by Apex Electrical Manufacturing Co., Cleveland, Ohio.

WITH CAPACITY for eight pounds of dry clothes, the Model 820 wringer-type washer is now being marketed throughout the country. The chassis and wringer assembly are finished in lustrous white baked enamel. The dome-shaped tub is 23 inches in diameter and features the splash-proof, rolled in edge and corrugated sides. The tub is finished in white baked porcelain enamel.

Use coupon on page 68 to obtain additional information on these new electrical products.

Longer washer life is provided by oversized shafts and studs. The tub is supported on a heavy gage steel base and all bearing points are reinforced. Rolls are more easily accessible with the extended Apex-Lovell wringer top. A convenient end reset assures ease in operation. The ¼ hp heavy duty motor is splash proof and permanently lubricated.

* * *

809—Table Model Radio

Manufactured by Garod Radio Corporation, 70 Washington Street, Brooklyn 1, N. Y.

THE ENSIGN table receiver is the answer to consumer demand for a lower priced radio with higher priced features. The Model 5A1 is a full-size table set in a plastic cabinet measuring 10¾ inches wide, 5¾ inches high, and 4¾ inches deep. The superheterodyne circuit utilizes four multipurpose high-gain tubes plus rectifiers.

Good reception is assured in the remotest areas by the built-in loop antenna. An easy-to-read "slide-rule" dial has a full standard broadcast calibrated from 540 to 1650 kilocycles. The radio is designed for operation on 105-125 volts, 50-60 cycles, a-c or d-c.

* * *

810—Versatile Exhaust Fan

Manufactured by Schwitzer-Cummins Company, 1145 East 22nd St., Indianapolis 7, Ind.

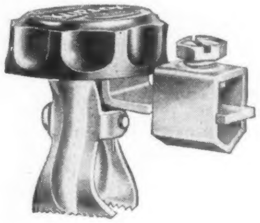
DESIGNED for maximum air delivery, quietness in operation, fine appearance, and compactness, the Fresh-Air-Maker line of fans is readily adaptable for installation in business, industry, and homes. Available in three sizes, 12 inch, 16 inch, and 20 inch, the fans are direct drive with three-speed motor.

A pull-type switch with long pull cord permits the fans to be easily controlled in out-of-reach installations. The venturi inlet ring is unusually deep with a correct contour for quiet and highly efficient air flow. The motor is supported by four arms, welded to the motor saddle, assuring correct alignment with the frame. Transmittal of vibration is eliminated through the rubber motor mounting.

* * *

811—Kliplok Test Clamp

Manufactured by Trico Fuse Mfg. Company, 2948 North 5th St., Milwaukee 12, Wis.



THE ANSWER to the growing need for a sturdy, heavy-duty shock-proof clamp to be attached to ends of cords or portable equipment such as floodlights, sanding machines, floor polishers, dust collectors, etc., has been found in the Trico U-66 test clamp.

The clamp supplies a vise-like grip on flat or round objects up to 1-inch diameter or width, such as fuse clips, meter or motor terminals, bus-bars, and so on. Once the clamp is applied, it "stays put." A slight twist of the large finger-tip knob exerts tremendous pressure. It will carry up to 150 amperes continuously and 200 amperes intermittently. The solderless lug will accommodate No. 2 wire minimum and No. 0 wire maximum, and swivels around the clamp permitting wire or cable to hang in a natural position.

* * *

812—FM Table Model

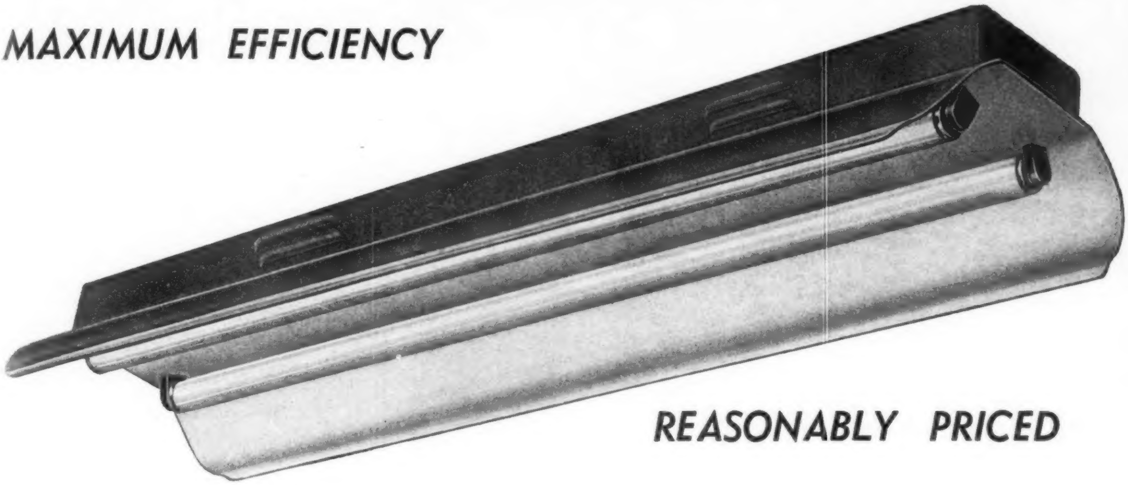
Manufactured by Philco Corp., Philadelphia, Pa.

UTILIZING eight postwar radio tubes plus a rectifier, the new Model 482 FM-AM table radio incorporates improved superheterodyne circuits for clear powerful pickup of even small and remote stations. The output from its modern beam power pentode audio system is greatly stepped up, with three watts of undistorted volume. The set has standard and shortwave reception.

Another new feature consists of ten electrically operated pushbuttons of the "push-to-get" type that simplifies

INDUSTRIAL FLUORESCENT FIXTURES

MAXIMUM EFFICIENCY



REASONABLY PRICED

Work-O-Lite Industrials are scientifically designed to provide maximum illumination for industries . . . they are easy to install, easy to service and built to "take the gaff" . . . Neither time nor the elements impair their reflecting qualities. Can be hung at any angle or horizontally, solving any light problem. U. L. approved . . . Specify Work-O-Lite units on your next industrial lighting job. Write today for catalog.

WORK-(COMPANY)-LITE
MFGS. OF COMMERCIAL, INDUSTRIAL, RESIDENTIAL INSTALLATIONS

AL. M. ORLICK
SOUTHERN REPRESENTATIVE
P. O. BOX 1033 — SANFORD, N. C.

WORK-O-LITE CO.—522 CORTLAND ST., BELLVILLE, N. J.

Announcing a distinctive new toaster by Proctor!
Sliding Crumb Tray
Silent Pop-up
Color Guard

The only toaster that measures actual bread temperature for delicious toast!

WOMEN chose this design—preferred its light, graceful lines, its rich dignity. In every one of our "design polls," throughout the country this was the winner.

Beneath this smart exterior is a toasting mechanism of remarkable accuracy. Toast color is controlled by an exclusive method, the Proctor "Color Guard." It toasts like a charm because it measures actual toast temperature to automatically allow more time for moist bread . . . less time for dry. Produces delicious toast, popped up silently when browned to your personal taste. Many other features . . . sliding crumb tray, permanently-attached cord, long-lived dependable control. But above all, the "Color Guard" thermostat—and genuine distinction.

See it now, during its premier showing at your dealer's. It's new . . . it's exclusive . . . it's Proctor!

The New 1948 PROCTOR Automatic Pop-up Toaster!

A MILLION ADS A DAY TO CREATE DEMAND! Full Pages, Full Color Ads . . . will appear in *Ladies' Home Journal, McCall's, Good Housekeeping, American Home, Better Homes & Gardens, True Story* . . . an unprecedented campaign for 3 solid months.

Ask your distributor for details about a big simultaneous tie-in announcement activity beginning with—

A MAGNIFICENT FULL-COLOR, DOUBLE-PAGE, SPREAD IN THE OCTOBER 4th ISSUE OF THE SATURDAY EVENING POST.

PROCTOR ELECTRIC COMPANY, PHILADELPHIA 40, PENNSYLVANIA

Use coupon on page 68 to obtain additional information on these new electrical products.

tuning for the user. There are controls for treble and bass, affording continuously variable tonal harmony to suit the listener.

Housed in a high-luster duotone cabinet of solid walnut and birdseye maple-grained hardwood with a gold and tan open-weave grille for full sound flow, the dimensions are 12 inches high, 20 inches wide, and 12-5/8 inches deep.

* * *

813—Electric Butter Churn

Manufactured by Bernhardt Company, Inc., McDonough, Georgia

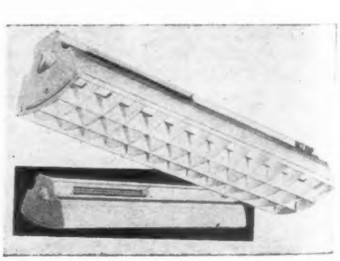
MODEL "G" electric butter churn features a fan-cooled motor which is guaranteed against overheating. The four-blade "splashproof" dasher assures better, quicker churning, and is easily removed or adjusted with a thumb screw. The motor cover is finished in baked white enamel with attractive red trim.

The churn operates on a-c current. A three or five gallon sanitary glass jar is available at a slight additional cost.

* * *

814—Classroom Fixture

Manufactured by Leader Electric Company, Chicago, Ill.



ESPECIALLY BUILT for efficient use in classrooms, the "Schoolmaster" unit features a built-in germicidal lamp which is not visible if the fixture is hung at ordinary lighting levels.

The visual cut-off angle of 90° is provided by an Alzac parabolical reflector, with the reflected cut-off angle 90°. The fixture is so designed that the heat of the ballast causes circulation of air in the room to pass

(*Continued on page 77*)

Extra years of protection
with
RIGID CONDUIT
G-E WHITE
G-E BLACK

To get the kind of long-term protection that wiring should have — to give your customers assurance of extra years of conduit life — make sure that every inch of rigid conduit you install is built for extra years of service. That sounds like a tough inspection job. But it's not — not when the conduit you use is G-E Black or G-E White. On both types of rigid conduit, the General Electric name is the sign of *that extra measure of service* you and your customers want.

For Extra Protection from Atmospheric Corrosion

Smooth-surfaced General Electric White tells you at a glance that it won't give corrosion a foothold, because that finish is tough, hard Glyptal* lacquer. And under that coat, a layer of pure zinc, *hot-dip* galvanized by an original General Electric process, makes a firm bond with the steel conduit. The hot-dip process gives you the protection of zinc inside and out — Glyptal lacquer gives an additional protective surface — for the extra life you want in rigid conduit.

For Extra Protection from Chemical Corrosion

For conduit runs in chemical laboratories, plating rooms, canneries, meat packing plants, and other installations where fumes are a threat, take advantage of the *extra protection* of General Electric Black. Its black-enamel finish has a chemically inert asphalt base, specifically selected for its resistance to corrosion. For lasting protection, it's baked on — inside and out — on General Electric Black.

To get these long-life advantages, to assure them to your customers, specify rigid conduit by name — General Electric Black and General Electric White. Section C65-824, General Electric Company, Bridgeport 2, Connecticut.

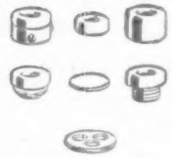
GENERAL ELECTRIC

RACEWAYS ROUND-UP

from your

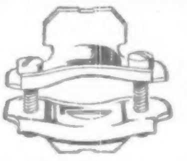
Merchandise Distributor

All You Want — We can ship from stock insulating end bushings, sleeves, and inserts for all wiring installations. Made of a strong laminated insulating material, they are unaffected by normal heat, moisture, and corrosive vapors. Use them at outlets, switchboard knockouts, and wherever codes require, for lasting protection to wiring.



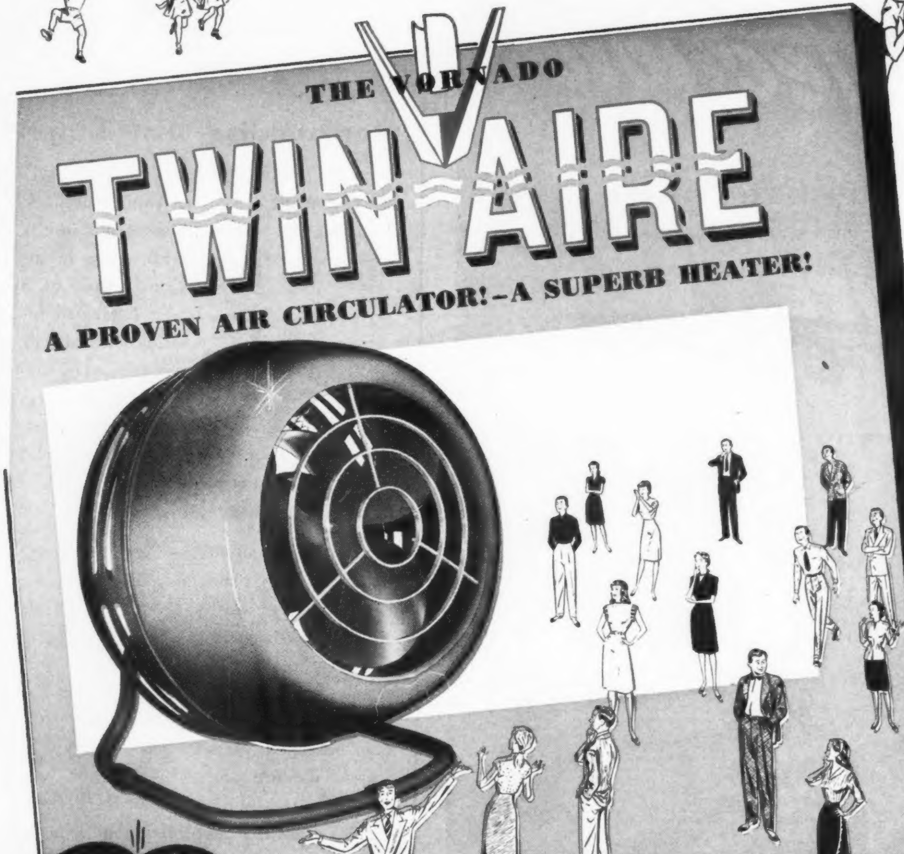
For Wiring Flexibility — When concrete office buildings, plants, hospitals, and other construction jobs call for wiring that can meet changing demands, look into the advantages of Fiberduct underfloor raceways. Fiberduct can be installed with ample outlets to meet original requirements, and more outlets can be added at any time, on centers as close as six inches. Investigate nonmetallic, noncorrosive Fiberduct raceways for construction jobs on buildings that must stay electrically young.

Nonmetallic-Cable Connectors — Also ready for immediate delivery are General Electric nonmetallic-cable connectors. Exclusive locking flange slips into box knockout easily from outside. Just insert cable and tighten two screws. Fits all common types of PVX and BraidX.*



A Full Line Of Conduit Products — Any General Electric merchandise distributor can give you information on General Electric's full line of conduit products. If you need specifications or working data, give us a call — or write to Section C65-824, General Electric Company, Bridgeport 2, Conn.

*Trade-mark Reg. U. S. Pat. Off.


THE VORNADO
TWIN-AIRE
A PROVEN AIR CIRCULATOR!—A SUPERB HEATER!

A REAL VORNADO IN PERFORMANCE & BEAUTY

Carefully finished like fine furniture. Small, compact but marvelously efficient.

UNBELIEVABLY QUIET

Runs with the smoothness and quiet of a fine clock.

PORTABILITY

Carried easily with two fingers. Orifice of grille only 7½ inches.

TILTING ACTION

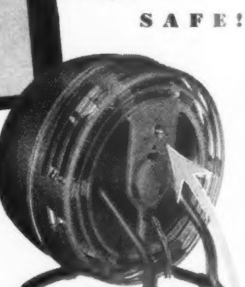
Tilts upward or downward like all Vornados. Sturdily built and properly balanced. Won't topple over.

HEATING ELEMENT ENCLOSED

Heating element is completely enclosed at back. Cannot be reached with fingers.

SAFE!

Retail Price
$27.50!
+ Freight and Excise Tax



VORNADO NOW OFFERS A NEW SENSATION!

Here's an exciting all-year seller that's destined for a sensational public reception! A real, genuine Vornado air circulator in all respects with the added utility now of a built-in heating element. The change from air circulator to heater is simple: just flip the switch. No parts to remove. No tools to handle. Beautifully styled like all Vornados, superb in conception, and low priced — the Twin-Aire, with its dual usefulness, is America's best buy today!

INSTANTANEOUS ALL-YEAR COMFORT SWITCH!

TO THE LEFT— A HEATER

TO THE RIGHT— A FAN

Air Volume Equal to average 12" ordinary FAN

DEALERS!

Contact your distributor. Get your orders in at once. Twin-Aire production is humming. You know what sales appeal Vornado has. The Twin-Aire offers a winter wonderland of quick turnover.

MAKERS OF
World's Finest Air Circulators

THE **O. A. SUTTON CORPORATION** WICHITA, KANSAS

(*Continued from page 77*)

over the germicidal lamp Other features include a free-swinging louver for easy maintenance and a unique coupler button for simple continuous row mounting.

* * *

815—Recordio Console

Manufactured by Wilcox-Gay Corporation, Charlotte, Mich.

Neat and compact, the new "Manhattan" console is designed to fit into small apartments and limited spaces, yet offers complete console advantages far beyond its diminutive dimensions. Equipped with an automatic record changer that glides out at a finger touch, this set makes recordings from its own microphone or self-contained radio with utmost ease and clarity.

Four Plexiglas push buttons offer quick and easy selection of microphone, radio recording, phonograph, radio or public address system. A newly-designed pickup arm contains a sensitive crystal cartridge featuring a replaceable, spring-action needle. There is a spacious storage compartment that accommodates approximately 25 record albums.

The Recordio "Manhattan" is available in three finishes, rich mahogany, desert blonde, or walnut.

* * *

818—Federal Bus Duct

Manufactured by Federal Electric Products Company, 50 Paris St., Newark 5, N. J.

Use coupon on page 68 to obtain additional information on these new electrical products.

In production for early delivery, this bus duct is designed to modernize secondary power distribution. Among the features of this duct are its adaptability to a virtually limitless range of power distribution problems; its flexibility in providing for plant and production expansion; the availability of power it provides at any point; and the high degree of salvageability inherent in bus duct design.

The rugged channel construction of the enclosure together with insulated plug-in openings assure complete safety in applying and removing plug-in devices. These combination bus bar insulators having plug-in openings on 12-inch centers represent an important feature of this bus duct. Installation is simplified through the use of adjustable clamps which are easily positioned to suit hanger locations. The duct is manfactured in standard 10-foot lengths and is delivered completely assembled ready for installation.

* * *

823—Hoover Automatic Iron

Manufactured by The Hoover Company, North Canton, Ohio

A feature of this new iron is the brown plastic handle which is shaped to fit the hand. The wide back of the handle provides extra hand support, and the smooth thumb rest is molded in one with the handle, enabling the user to guide the iron easily and accurately.

Directly beneath the handle is the heat selector with a large, easy-to-read and easy-to-use "pancake" dial. The placement and size of the dial help to protect the knuckles from the heat. For added insulation the dial fits flush with the widely flared handle legs covering the top of he iron. The dial is marked according to the fabrics to be ironed; insuring the right degree of constant, even heat.

The cover is constructed of rigid chromium plate steel. The sole plate is of polished, surface-hardened aluminum. The heating element is sealed in steel, protecting vital parts against hard usage. The iron comes in two weights: medium, 4½ pounds; and light, 3¼ pounds. It operates on a-c current and is listed by Underwriters' Laboratories.

* * *

819—Adhesive Wire Markers

Manufactured by W. H. Brady Co., 815 North Third St., Milwaukee 3, Wis.

The standard cards on which self-adhesive Quik-Label wire markers are mounted now come equipped with two self-starter strips. Standard cards have one row of 1-1/2 inch long labels and with this new feature the labels can be cut in half to make each label ¾ inch long.

The first self-starter strip aids in the removal of the top row of 3/4 inch long labels by automatically exposing the end of each label for the user to grasp instantly. After the top row of labels is used, the second self-starter is removed to expose the ends of the labels in the second rows. Thus the user can now get twice as many labels on a card, and the shorter 3/4 inch labels are particularly suited for marking smaller diameter wires.

* * *

827—Combination Toaster

Manufactured by National Stamping and Electric Works, Chicago, Ill.

This combination sandwich and waffle grill has a hidden support and provides for frying on both sandwich plates. The grids are interchangeable. Expanding hinges make it possible to toast double-decker sandwiches quickly.

The unit comes in highly polished chrome with streamlined front and side wood handles. The toaster feet are insulated. It will operate on both a-c and d-c currents and is listed by Underwriters' Laboratories.

Names in the News

Francis J. Gannon, president of the Tampa Electric Co., Tampa, Fla., has announced the appointment of **Harold D. Beebe** to the position of general superintendent. Mr. Beebe was transmission superintendent of the company and has also served as assistant to **M. R. McKinley**, the company's vice-president.

Harold D. Beebe

Coming to the Tampa Electric Company on January 1, 1935, after his graduation from Yale University, Mr. Beebe has worked in most of the company's production and distribution departments.

Mr. Gannon also announced that **J. D. Hicks**, who has been assistant superintendent of transmission, has been appointed superintendent of transmission to succeed Mr. Beebe.

* * *

C. S. Motter, vice-president of Morton Manufacturing Company, Chicago, announces the appointment in the sales organization of their Kitchen Equipment Division, of **Culver Shore** as southern division manager.

Mr Shore, who was formerly with Nash-Kelvinator Corporation, will maintain his headquarters in Atlanta, Ga.

* * *

The appointment of **Stewart Roberts** as director of advertising and sales promotion for Bendix Home Appliances, Inc., is announced by **Judson S. Sayre**, president.

Stewart Roberts

Widely experienced in the fields of advertising, merchandising and sales, Mr. Roberts joined Bendix Home Appliances, Inc., after three years with United Wallpaper Company as vice-president in charge of the Trimz division, with headquarters in Chicago.

After graduating from Northwestern University in 1925, Mr. Roberts began his business career in the merchandising department of the Chicago Herald & Examiner. He did promotional and dealer contact work on various kinds of products, principally appliances.

FANS
IMMEDIATE DELIVERY
PRODUCTS OF
New
1947 Models
C & H
Westinghouse and General Electric Motors

ATTIC . . . BASEMENT . . . WINDOW . . . KITCHEN . . . EXHAUST . . . PEDESTAL . . . CEILING . . . WINDOW . . . FLOOR . . . CIRCULATORS

DEALERS, CONTRACTORS, ELECTRICIANS, and OTHERS who wish to CASH IN on the BIG PROFITS being made on FANS, write or wire us today. We will have our representative call upon you to explain and assist you in a most profitable merchandising plan.

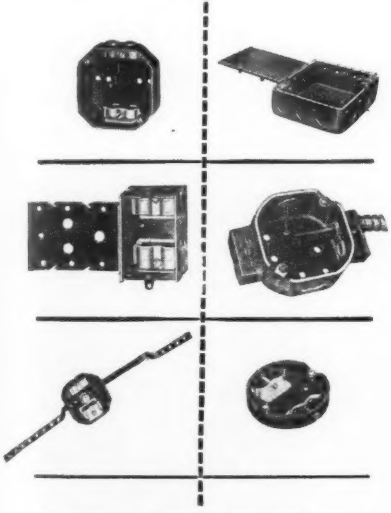
C & H AIR CONDITIONING FAN SALES, INC.
163 WALTON ST., N. W., ATLANTA 3, GA.

You can always rely on Raco

RACO BLNO BOX

A new bracket on a nationally popular box—especially suited for Romex. Beveled corners; knockouts are "Pri-Out" equipped.

A BOX FOR EVERY NEED



RACO Switch and Outlet Boxes

Profit by the line of least sales resistance! It's no secret that designers, architects and electrical contractors—the country over—prefer and demand the RACO line. There's a box and cover, accurately made and machined, tailored to fit the particular needs of every type of installation. Sturdy RACO boxes in their smooth, lasting black or galvanized finish, are built to do the job right!

* * *

A-S-E STEEL PRODUCTS FOR MANY USES

STEEL OFFICE FURNITURE • WARDROBE, STORAGE, AND COMBINATION CABINETS • CLOTHING LOCKERS • INDUSTRIAL EQUIPMENT FOR FASTER MATERIALS HANDLING • FROZ-N-FOOD LOCKERS • ELECTRICAL OUTLET AND SWITCH BOXES.

RACO

ALL-STEEL PRODUCTS

ALL-STEEL EQUIPMENT, INC., 800 Kensington Avenue, Aurora, Illinois

A Complete Line of Switch and Outlet Boxes

ALL-STEEL EQUIPMENT, INC.

He left the newspaper to become assistant to Hays MacFarland of the MacFarland Advertising Agency.

Five years later he joined the selling staff of American Magazine. During the last seven of his 11 years there he was sales promotion manager, with headquarters in New York.

* * *

Albert T. Bergeron, sales manager of the Illuminating Division of The Miller Company, Meriden, Conn. has been appointed to the post of manager of this division. He will continue to direct lighting sales.

Mr. Bergeron has been associated with the company for 22 years. He previously served as district sales manager of the West Coast territory and was appointed to the post of sales manager last summer. He is widely known in the lighting industry.

* * *

Major changes in the home office sales organization of General Electric Department have just been announced by **M. L. Sloan**, G. E. vice-president and general manager of the company's lamp department, with headquarters at Nela Park, Cleveland.

Included in the changes are the discontinuance of the department's Eastern and Western sales division in favor of two newly created sales divisions. One of these is called General Sales Division; the other Sales Operation Division.

Simultaneously announced are the promotions of several lamp department people to higher posts in the department's sales setup. Included among those advanced are: **N. H. Boynton; P. D. Parker; Fred J. Borch;** and **D. A. Hopper.**

Mr. Boynton, who has served as general sales manager of the G. E. Lamp Department's Western Sales District since 1931, will join the staff of the Administration Division at Nela Park.

Mr. Parker, general sales manager of the lamp department's Eastern Sales Division since March, 1945, becomes general sales manager of the General Sales Division in the new sales setup.

Mr. Borch, manager since 1940 of the lamp department's General Service Division comprising 16 service districts throughout the country, is appointed manager of the newly created Sales Operation Division. Chief function and responsibility of this division will be that of attaining maximum efficiency throughout the lamp department's countrywide sales operation.

Mr. Hopper, who for the past two and a half years has served as manager of G. E. Lamp Department's Newark Service District at Newark, N. J., will succeed Mr. Borch as manager of General Service Division.

* * *

Richard B. Carland has been appointed sales promotion manager of the wire and cable department of United States Rubber Company, with headquarters in the company's general offices, 1230 Avenue of the Americas, New York.

Mr. Carland was formerly in the sales promotion department of the company's mechanical goods division. He has been engaged in advertising and promotion work since 1939. From February 1945 to February 1946 he had a leave of absence from the rubber company to serve in Egypt and Iran as field director for American Red Cross.

Mr. Carland is a native of Nutley, N. J. He attended Bowdoin College, Brunswick, Maine.

* * *

The Spero Electric Corporation of Cleveland, Ohio, announces the appointment of **Ben K. Patton,** Box 834, Gulfport, Miss., as manufacturer's agent to cover Mississippi, Louisiana, Arkansas and Western Tennessee.

Mr. Patterson is a graduate electrical engineer from Mississippi State College. He has held executive positions with a number of southern utilities, and just prior to the war was manager of lighting sales and commercial appliances for Mississippi Power Company.

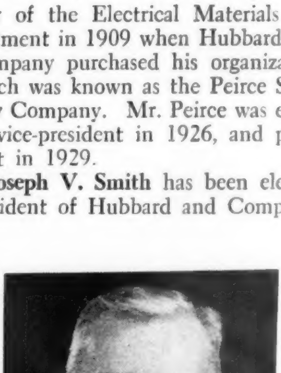
In 1945 he became agent for manufacturers of electrical products, and has now been given the assignment of handling Spero's five lines of electrical products in the four southern states mentioned above.

* * *

Charles Leonard Peirce, Jr., has been elected chairman of the board, Hubbard and Company, Pittsburgh, Pa., succeeding the late John W. Hubbard. Mr. Peirce became manager of the Electrical Materials Department in 1909 when Hubbard and Company purchased his organization which was known as the Peirce Specialty Company. Mr. Peirce was elected vice-president in 1926, and president in 1929.

C. L. Peirce

Joseph V. Smith has been elected president of Hubbard and Company. Mr. Smith has been associated with the company since 1914. In 1924, Mr. Smith's managerial capacity was utilized to develop the Hubbard Pa-



J. V. Smith

N. H. Boynton

P. D. Parker

F. J. Borch

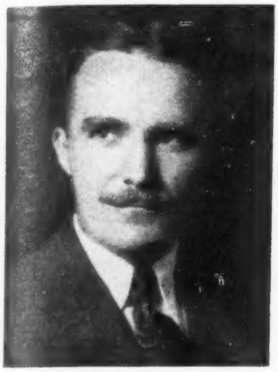
D. A. Hopper

cific Coast Pole Line Hardware fac-ory. He was made executive vice-president in 1943.

* * *

Elwood W. Noxon, superintendent of miniature lamp manufacturing, has been appointed manager of the lamp plant Westinghouse will build in Richmond, Ky.

Mr. Noxon has had 20 years of experience in miniature lamp manufacturing. He joined Westinghouse in 1927 as a manufacturing engineer at Brooklyn, N. Y., immediately after he was graduated from Lafayette College in Easton, Pa., with the degree Bachelor of Science in Electrical Engineering.



E. W. Noxon

When Westinghouse transferred its miniature lamp manufacturing from Brooklyn to Bloomfield three years later, Mr. Noxon moved with it. He became department engineer in 1940 and superintendent of miniature lamp manufacturing in 1942.

* * *

Continental-Diamond Fibre Company, Newark, Delaware, announces the appointment of **Harry M. Dexter** as sales manager. Mr. Dexter, formerly in charge of the Cleveland Sales Office, will transfer his activities to the main office in Newark, Delaware.

* * *

J. H. Stickle, a veteran of 20 years in the the radio advertising field, has been appointed advertising and sales promotion manager of the Home Radio Division of the Westinghouse Electric Corporation.

Mr. Stickle will take charge of the advertising and promotional campaign now being planned for the introduction of the new Westinghouse radio line.

The new manager was formerly headquarters merchandising manager of the radio division for the Philco

Collyer

BUILDING WIRES

FOR LIGHT...

AND POWER

Collyer Wires and Cables meet every need of the building trade: they fully conform to all N.E.C. and Underwriters Standards, and are known for long life and ease of installation.

RUBBER INSULATED BUILDING WIRE

Braids are impregnated and finished for flame and moisture resistance. Specify Type R for dry locations and temperatures up to 50° C.; Type RH insulated with heat resisting synthetic rubber, for temperatures up to 75° C. Available in braided or lead covered construction for voltages to 5,000 or higher with sizes #14 to #8 solid or stranded, size #6 and larger, stranded.

VARNISHED CAMBRIC INSULATED POWER CABLES (Type V)

These cables require less space and, due to higher safe operating temperatures, carry heavier current loads for a given conductor. High dielectric strength and long life of varnished cambric make these cables preferred for high quality construction. Available braided or lead covered, single or multi-conductor, for voltages up to 15,000; operating temperatures to 85° C.

RESISTOL SYNTHETIC RESIN INSULATED WIRES

Resistol insulation is highly resistant to sunlight, ozone, acids, oils, moisture, etc., and in Type T and TW is approved for general service up to 600 volts and temperatures to 60° C. Having no fibrous covering, this thin wall insulation gives smaller finished diameters and permits more conductors to be carried in a given size of conduit. Available in sizes #14 to 1,000,000 C.M.

The Collyer line is complete. Let us know your requirements.

Collyer INSULATED WIRE CO.

245 Roosevelt Ave., Pawtucket, R. I.

Southeastern Sales Representative—Fulwiler & Chapman, Atlanta, Georgia

Corporation, which he served for eighteen years. His service included various terms with Philco Radio wholesale distributorships in the country's leading market centers, including New York, Chicago, Philadelphia, and Detroit.

A native of Wellsville, N. Y., he majored in advertising design at the Art Institute of Chicago. After graduation, he served as an artist with the Milton Alexander Company in Detroit, and later did free lance retail advertising in Lansing, Mich., and Springfield, Ill.

* * *

Frank A. Newcombe, manager of parts manufacturing for the Westinghouse Lamp Division, Bloomfield, N. J., has been appointed manager of the incandescent lamp plant which the company will build in Little Rock, Ark. **Hans N. Horst,** assistant superintendent of the Lamp Division's Fairmont (W. Va.) Works, was named assistant manager of the plant.

Each appointee has had 18 years experience in electric lamp manufacturing. Mr. Newcombe joined the Lamp Division at Bloomfield and for 12 years was factory engineer at the Company's base plant in Belleville, N. J. He was appointed manager of parts manufacturing, with headquarters in Bloomfield, in 1942.

Mr. Horst had been staff supervisor in incandescent lamp manufacturing at Bloomfield before his transfer to Fairmont last October to direct sunlamp and heat lamp manufacture.

* * *

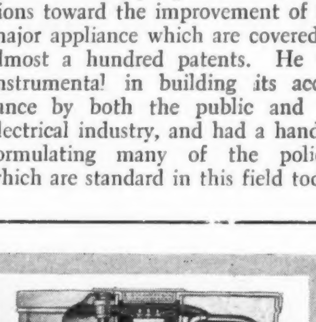
Clark M. Osterheld, vice-president and general manager of the Clark Water Heater Division of the McGraw Electric Company of Chicago passed away, after a short illness, Sunday, July 6, in Madison, Wisconsin.

Mr. Osterheld was widely known and respected in the electrical industry as a pioneer, inventor and executive in the electric water heating field. Over thirty years ago he designed and built one of the first successful storage-type electric water heaters. He also made many significant contributions toward the improvement of this major appliance which are covered by almost a hundred patents. He was instrumental in building its acceptance by both the public and the electrical industry, and had a hand in formulating many of the policies which are standard in this field today.

For a time he owned and operated the plant in Stoughton which manufactured Clark Electric Water Heaters, bearing his name. In 1928 he sold his interests in the Clark Heater to the McGraw Electric Company. Ten years later, shortly after the factory was moved to Chicago, he joined this company as chief engineer in charge of Research and Development. In the Fall of 1945, upon the death of A. E. Julian, general manager of the Clark Heater Division, he succeeded to that position and in the following year was made vice-president, though he still retained active control of the Research Department.

LONG LIFE!

Rugged construction for longer service, by a company with over 30 years of "know how", has made SEPCO a sales gainer for dealer and jobber.



Sepco REGISTERED
AUTOMATIC ELECTRIC WATER HEATERS

AUTOMATIC ELECTRIC HEATER CO., INC.
Offices and Factory • Pottstown, Pa.

New Electrical Books

Rome Cable Manual of Technical Information

Available from Rome Cable Corporation, Rome, N. Y. 250 pages. Price $2.50.

PLANNED as a concise and compact reference in the solution of problems related to wire and cable applications, the manual contains over 250 pages of time-saving tables, data, and calculations. It is published in handy pocket size and covers such subjects as: wire and cable technical tables, engineering calculations, audio and radio frequency wire and cable data, National Electrical Code data, properties of materials, mathematical tables, conversion tables, and general technical information.

Principles of Electrical Engineering

By T. F. Wall. Published by Chemical Publishing Company, Inc., 26 Court St., Dept. 27, Brooklyn, N. Y. 576 pages. Price. $8.50.

WHATEVER BRANCH of the subject the reader studies, sound progress can be made by consulting this carefully written, up-to-date book. The book presents a comprehensive but compact account of the basic principles of electrical engineering. Emphasis is placed on the identity of the principles relating to both heavy-current and light-current engineering practice. New developments in applications, testing and materials are fully covered.

Some of the features of this book are the coverage of: isotopes and their significance; the first comprehensive account of the international changeover of units to the absolute system;

a full account of the most recently accepted theory of dielectric strength (Boning Theory); various methods for solving problems of electrical engineering; the principles of "inversion" and of "symmetrical component analysis" are explained in full detail equipping the reader with these most powerful aids to the solutions of practical problems which would otherwise be beyond the ability of any but advanced mathematicians; and many other vital subjects.

Westinghouse Lighting Handbook

Available from the Advertising & Sales Promotion Department, Westinghouse Lamp Division, Bloomfield, N. J. 260 pages. Price $2.00.

A REVERSED EDITION of the Westinghouse Lighting Handbook, an authoritative reference work for anyone associated with engineering lighting installations, is off the press. The handbook contains a variety of technical data designed to aid illuminating engineers, utility lighting specialists, architects, contractors, lighting fixture salesmen, consulting engineers, and others.

One of the highlights of this book is a newly-developed precalculated foot-cable table which covers seven pages. By using this table, lighting men can predict easily and accurately the results to be attained by most any type of interior lighting installation with a minimum of mathematics.

Each chapter is numbered separately and a "quick find" index in the form of labelled tabs is provided. The handbook is bound in a flexible leatherette cover with a Wiro binder.

Electrical Engineering Problems and Their Solutions

By T. F. Wall. Published by Chemical Publishing Company, Inc., 26 Court St., Dept. 27, Brooklyn, N. Y. 312 pages. Price $5.00

IN DETAILED, step-by-step descriptive solutions to problems from the whole range of applied electricity and magnetism have been drawn. Both light-current and heavy-current problems have been considered with equal freedom in order to show the universality of the principles. Questions and answers have been taken from actual practice and form a valuable guide in the actual working out of numerical and other examples. This book is the companion volume to Dr. Wall's "Principles of Electrical Engineering."

News from the South

Little Rock, Ark.—Pfeifers of Arkansas, has announced the formal opening of their new Home Center at 601-605 Main Street. The new center will feature a general line of electric appliances.

* * *

Little Rock, Ark.—The Mooser Electric Company has opened in temporary quarters at 1217 West 34th Street. Paul Mooser, well known electrician, is proprietor. He has been active in the electrical field for the past 25 years.

* * *

Little Rock, Ark.—555, Inc., Second and Broadway, is completing what is said to be the largest and most attractive wholesale appliance department in the State. It now covers the entire fourth floor of the 555 building.

* * *

Pine Bluff, Ark.—The Arkansas Power & Light Company is spending approximately $40,000 in the installation of a two-way radio system here and another completed at Stuttgart just recently. The central receiving set will be in the company's offices here, and individual mobile sending-receiving sets are being installed in 12 company vehicles that operate in the Pine Bluff territory. The station here will have 250-watt power, company officials said.

* * *

DeLand, Fla.—Poole's, Inc. has been granted a charter to engage in the electrical business. Authorized capital stock is 150 shares, par value $100 each. Incorporators are Floyd L. Land, Valerie D. Land, Fortem H. Poole, and Grouver C. McCormick.

* * *

Jacksonville, Fla.—Bent Distributing Company was host recently to 200 dealers and salesmen of Philco products in the Jacksonville trade area, North Florida and South Georgia. Out-of-town Philco executives attending the banquet meeting included W. H. Eichelberger, Philadelphia, general sales manager of the refrigerator division.

* * *

Stuart, Fla.—Hall's Inc. has been granted a charter by the Secretary of State to engage in the business of

Cross section Showing Indentations.

E·M·T·UP THE QUICK WAY
Two Squeezes and it's Set

TWO QUICK SQUEEZES give you Finer, Faster Conduit Connections. B-M Fittings do away with the twisting, turning and tightening of nuts and save you valuable time and materials. Then too, they are stronger, neater and much easier to work with in tight places. Start using B-M Fittings today. Have more satisfied customers—more profits from each job!
(All B-M Fittings carry the Underwriters Seal of Approval)

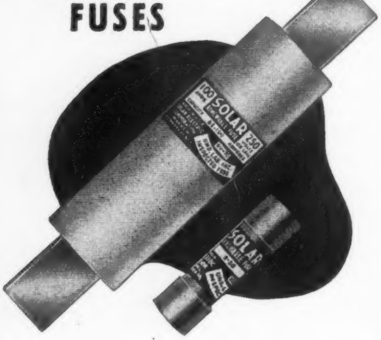
DISTRIBUTED BY
The M. B. Austin Co., Chicago, Ill.
Clayton Mark & Co., Evanston, Ill.
Clifton Conduit Co., Jersey Cy., N. J.
Gen. Electric Co., Bridgeport, Conn.
The Steelduct Co., Youngstown, Ohio
Enameled Metals, Pittsburgh, Penn.
National Enameling & Mfg. Co., Pittsburgh, Pa.

TELESCOPE BM SYSTEM BRIEGEL METHOD TOOL CO. • Galva, Ill.

MONEY SAVING SERVICE PROVED

SOLAR

Shock Proof Renewable CARTRIDGE FUSES



- **COMPLETE PROTECTION** – Scientifically designed SOLAR links have high lag characteristics which provide full protection for electrical equipment, yet eliminate costly blow-outs due to harmless overloads and current surges.
- **STURDY CONSTRUCTION** – Extra heavy cartridge wall and strong interior construction mean longer life and fewer replacements.
- **EASY TO ASSEMBLE** – Knife-blade fuses have only two main parts – cartridge case and blade assembly. Facilitate quick renewal of links. No lost parts.
- **SAFER** – Larger sizes have no end ferrules thus eliminating danger of shock when pulling fuse.
- **LOWER COST** – Low initial cost, less maintenance cost and longer life make SOLAR Renewable Fuses more economical.

SOLAR is the preferred Renewable Cartridge Fuse

Underwriters Laboratories, Inc. Approved

For More Information

WRITE FOR DATA SHEET CC8

SEND DATA SHEET CC8

Name______________________

Company______________________

Street______________________

City__________ State__________

Type of Business______________________

SOLAR ELECTRIC CORPORATION
FACTORY AND SALES OFFICES
WARREN, PENNSYLVANIA

electricians. Fred L. Hall, Lewis J. Gamble and Edgar M. Higbee were listed as the incorporators.

* * *

Tampa, Fla.—The Brown Machinery Company, Inc., 223 South 12th Street, is now producing electric motors, ranging from one-quarter to one horsepower, according to announcement by C. S. Robinson, president. Production has been delayed until now by lack of raw materials.

* * *

Macon, Ga.—Walter E. Lewis and associates have filed a petition in Bibb Superior Court for a charter of incorporation for The Lewis Company, which proposes to deal in radios, refrigerators and other electrical appliances. Maximum stock of the firm is set at 10,000 shares, with 400 shares of common stock at $100 per share upon incorporation.

* * *

Macon, Ga.—Dissolution of the partnership of Brown-Starr Electric Company is announced by officials of the concern. H. L. Brown will operate Brown & Sons Electric Company at the old location of the company, 113 Cotton Avenue, handling appliances and heating equipment, while J. H. Starr will operate the Starr Electric Company at 560 Second Street, handling contract work.

* * *

Sylvester, Ga.—The Lawhorn Bros. have opened a new store called City Radio and Appliance Company, with a line of new radios and electrical appliances. The owners are N. S. Lawhorn and T. Lawhorn.

* * *

Osborne, Kan.—Rankin and Goss Electrical Appliance has moved into its new location on Main Street in the Gillette Building.

* * *

McPherson, Kan.—The Home Appliance Company opened recently at 120 N. Main Street. Al Seckman, manager, states that the company will handle farm and household appliances.

* * *

Russell, Kan.—Boyden McCobb and Raymond Long are opening a service shop, known as the Russell Refrigeration and Electric Company, at 1431 Main Street. Both men are experienced in this line of work.

* * *

Lexington, Ky.—Bluegrass Furnace & Air Conditioning Company has been incorporated with capital stock of $10,000 by Jackson C. Page, B. F. Hider and J. O'Bryant Ramsey.

* * *

Louisville, Ky.—Some 500 Philco dealers from Kentucky, Southern Indiana, and Illinois gathered at the Brown Hotel recently, for a preview of the 1948 Philco refrigerators and radios.

* * *

Lake Arthur, La.—A 25-year franchsie has been granted to the Gulf States Utilities Company for furnishing electric service in Lake Arthur, and in return the city will receive 2 per cent from gross sales. The franchise became effective July 1.

* * *

Morgan City, La.—Russel DePrima, owner of R. DePrima Hardware and Electrical Appliances, has opened a retail outlet for electrical appliances at 215 Everett Street. Mr. DePrima has a complete line of home appliances.

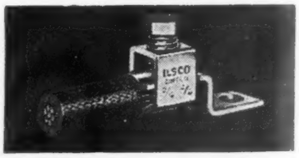
* * *

Jackson, Miss.—Thomas Ethridge, who has been with the Mississippi Power and Light Company for 11 years, doing sales promotional and research work, has been named advertising and sales promotion supervisor, with headquarters in Jackson. He will have charge of advertising and sales promotional activities.

* * *

Kosciusko, Miss.—The Wasson

ILSCO
LUGS AND CONNECTORS



SEAMLESS COLLARS MAKE THEM STRONGER

lso: Note These Features:

TRONGER CONNECTION . . . ecause wires are wedged into /-bottom.

TRONGER GRIP . . . because op pressure bar is serrated.

TRONGER PRESSURE . . . beause deep boss provides more hreads.

Write for catalog and details

Southeastern Representatives:

ERLYN H. BRANHAM
180 Interlocken
Drive, N. W.
Atlanta, Ga.

J. P. LUMPKIN
248 Tranquil Ave.
Charlotte 3, N. C.

ILSCO COPPER TUBE & PRODUCTS, Inc.
CINCINNATI, OHIO

Electric Service, owned and operated by Cary Wasson, has opened for business on North Jackson Street. The firm will handle a general line of electrical appliances, and will specialize in residential and industrial wiring, installation of electrical appliances and fixtures.

* * *

New Albany, Miss.—The Palmer Furniture Appliance Company, opened for business recently. The new concern will handle a general line of appliances, and is owned and operated by Howard W. Palmer.

* * *

Hannibal, Mo.—The Henn Electric Company's improvement and expansion program which has doubled retail sales space and basement wareroom has been completed. W. C. Henn heads the firm.

* * *

St. **Louis, Mo.**—A R A Distributing Company, appliance distributor established in January, is occupying new quarters at 2300 Olive Street, where it has leased approximately 10,000 square feet on the first floor of a stone building owned by Fred Varney.

* * *

Charlotte, N. C.—Featuring a complete line of household appliances, electric water heaters, etc., the Wayside Shoppe has just opened for business at the inter-section of Concord Roads 29 and 29A. Hyman Usilowitz and C. L. Dickerson are co-owners of the new enterprise.

* * *

Charlotte, N. C.—As part of an expansion program the Woodside Electric Company has moved to its new and larger quarters at 511 West Trade. J. Mack Woodside is president of the company, and Thomas F. Woodside is manager.

* * *

Durham, N. C.—Batts Refrigera-Sales Company, Inc. has been organized with capital stock of $25,000 to buy and sell refrigeration equipment. The incorporators include Edna W. Batts and H. H. Thacker, both of Durham, and Beulah B. Dickerson, of Raleigh.

* * *

Raleigh, N. C.—First Colony Distributors, wholesaler of electrical appliances, has formally opened its spacious new home at 310 South Harrington Street. Ray H. Goodman, Jr., is general manager.

* * *

Claremore, Okla.—Guy O. Barefoot, owner of Barefoot Appliance Company, has announced that a complete refrigeration service has been added to his company. John Harvey,

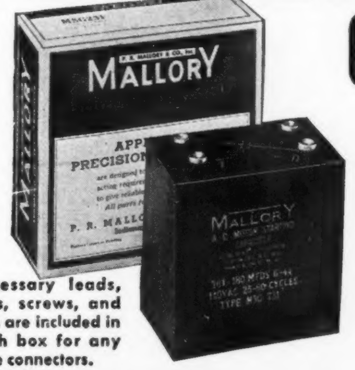
CHURN KING BUYS CHAMPION CALF—C. R. Rew, president of Alabama Manufacturing Company, and the Alabama Appliance Company, both of Birmingham, Ala., manufacturer of Gem Dandy electric churns, purchased "Rollo," the grand champion, at the recent Birmingham Fat Stock Show. Pictured above are Mr. Rew and the 4-H member who exhibited the grand champion, and "Rollo." Mr. Rew is said to have paid the world's highest price for the champion, which he donated to a charitable organization.

DEPEND ON—INSIST ON—

P. R. MALLORY & CO., Inc.

MALLORY

CAPACITORS



Necessary leads, lugs, screws, and nuts are included in each box for any type connectors.

Mallory MSG Capacitor:—Small, compact AC Motor Starting Capacitor that fits almost every mounting bracket or box. Replaces rectangular capacitors with leads, lugs or studs. Each capacitor is packed with complete set of universal mounting hardware and installation instructions.

Distributed by
INSULATION AND WIRES INCORPORATED
SAINT LOUIS 3, MISSOURI
BOSTON 20, MASS. DETROIT 2, MICH. ATLANTA 3, GA.
HOUSTON 2, TEX. BLUEFIELD, W. VA. NEW YORK 7, N. Y.

SITTLER COMPANY
CHICAGO 7, ILL.

H. A. HOLDEN, INC.
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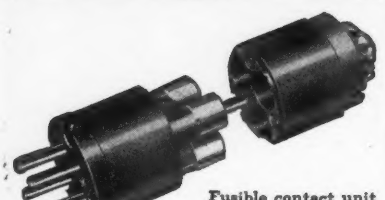
TRI-STATE SUPPLY CORPORATION
LOS ANGELES 13, CAL. • SAN FRANCISCO 7, CAL. • SEATTLE 4, WASH.

FUSIBLE TRIPLOC plugs and receptacles



Fusible contact unit assembly, 3 wire, 4 pole, for three 30 amp. 250 v. cartridge fuses or fusetrons. Also 2 wire, 3 pole (2 fuse) type for universal tools.

Connector bodies
Fusible plug

The use of fusible Triploc plugs on extension circuits will automatically isolate a defective tool or device without interrupting service to other equipment. This protection is especially valuable on production lines using numbers of portable tools. Triploc plugs and receptacles are heavy duty types to withstand hard use. The complete range of types includes fusible plugs, cable connectors, and receptacles in many housing types with conduit fitting bodies in standard styles and sizes. Consult your Pylet catalog for complete listings of all types.

1897 • FIFTIETH ANNIVERSARY • 1947

THE PYLE-NATIONAL COMPANY
1354 N. Kostner Avenue, Chicago 51, Illinois

service engineer, will be in charge of this new department.

* * *

Guymon, Okla.—Featuring nationally advertised merchandise, Harris Electric Company opened recently at 613 North Main St. Steve Harris, owner, announced that the store will be managed by Wayne Howell.

* * *

Sand Springs, Okla.—An electric shop, specializing in all types of wiring and repairing, has been opened by C. H. Mills, of Sand Springs, and Gib Nuthman, of Tulsa. The shop is located at 22 E. Second Street.

* * *

Charleston, S. C.—Featuring a complete line of electrical appliances, Brandt's, Inc., has opened for business at Hutson and Meeting Streets with F. A. Corraro as manager. Brandt's, Inc., of which Charles F. Timmons is president, operates a similar store in Columbia, and a third will open soon in Spartanburg.

* * *

Greenville, S. C.—J. A. Bramlett, Inc. has been organized with capital stock of $10,000 to deal in electrical appliances, refrigerators, stoves, air-conditioning equipment, etc. J. A. Bramlett is president.

* * *

Spartanburg, S. C.—A new radio service shop is being opened at the corner of Farley Avenue and Hugh Street by Frank J. Gregory.

* * *

Spartanburg, S. C.—Gosnell Furniture Company, formerly located at 154 North Church Street, has occupied its new quarters at 175 North Church. Gosnell features a complete line of electrical appliances.

* * *

Chattanooga, Tenn.—Cleathan Tyre has been made manager of the Modern Home Products Company. Mr. Tyre was formerly associated with the company's Atlanta branch.

* * *

Chattanooga, Tenn.—Rufus Donaldson, formerly with Modern Home Appliances, has been named manager of J. H. Overby Appliance Company, 1117 Hixson Road.

* * *

Knoxville, Tenn.—Shaw & Company, a new appliance and furniture firm, has opened at 319 North Gay Street.

* * *

Knoxville, Tenn.—Warters-McCollister Furniture Company, this city's newest furniture and electrical appliance establishment, has opened at 3907 McCalla Avenue. J. D. Warters and Ira B. McCollister, Jr., are co-owners of the new firm.

Corpus Christi, Tex.—A new Appliance Center has been opened by the Nau's Hardware Department Store, 615 Mesquite Street. According to Oscar C. B. Nau of the firm, the new department is located on the refinished mezzanine floor, where all types of appliances are arranged in groups. The new department will handle a wide and complete line of electrical appliances for the home.

* * *

Dallas, Tex.—A. E. Caignon has been appointed Southwestern district representative for General Electric clocks, heaters, heating pads, heat lamps and sun lamps, it was announced by R. V. MacDonald, district manager.

* * *

Richmond, Va.—A. R. Tillar Corp., distributor of radios, refrigerators, washing machines and housewares is planning to move early in the fall to a new location at 959 Myers Street. A two-story building providing double the space of the present home is now being erected at that site. In addition to obtaining more space, the firm will obtain siding facilities at the new site which it does not now have.

Financing Found to Be Contracting Weakness

(Continued from page 49)

"I don't believe a contractor can operate now, maintaining a display room and warehouse, without some 20 per cent overhead, and figuring time and materials is an easy way to overlook it. You've got to know what your overhead is, and figure it into the job."

Disher is a believer in bulk buying but he doesn't indulge in it heavily at this time of uncertain prices—and, of course, the shortages of materials is a hamper on heavy buying. Prior to the war, he bought material in carload lots, but now he stays up to date on prices by subscribing to various financial services, and figures the prices closely.

Disher's son J. H. Jr., came back into the business last year, getting out of military service as a major in the engineers. J. H. Jr., is a graduate electrical engineer from Clemson College, and now handles most of the drafting and plans work, and does the major portion of the buying.

Disher never offers to bid on jobs on which he feels that the general contractor is shopping for prices—he turns them down cold, and he believes that adequate handling of financing is one of the big reasons why he is in the position today to do so.

Virginia IAEI Reviews 1947 Electrical Code

(*Continued from page 48*)

cussion of the use of plug fuses on circuits in excess of 125 volts between conductors; it was agreed that this section intended to permit use.

On recommendation of the nominating committee the following were elected to office: chairman, J. R. Taliaferro; vice-chairman, R. W. Powell; and secretary-treasurer, A. M. Miller, executive committee: T. W. Wilmer, chairman; A. B. Rorer; E. L. Brindell.

Contractor Specializes In Elevator Work

(*Continued from page 46*)

on any slow operations, and supplies information for use in estimating the next job.

This information is one of the intangibles which A. P., Jr., considers quite valuable to the firm.

"One of the big rewards of doing elevator work is that it keeps the engineer on his toes in the matter of intricate control systems, because elevator installations require explicit and detailed knowledge of control that can be obtained usually only by experience. And the design and engineering of elevator control systems offer that experience," says Mr. Bagby, Jr., engineer for the firm.

Experience and specialized knowledge in elevator controls leads the way to many other jobs in the electrical contracting field, including the installation of such equipment as newspaper presses, and other machinery that requires technical knowledge of power control.

These knotty problems have in general had an effect of increasing the efficiency of the entire operations of the Bagby Company, because of the fact that understanding of control problems leads to better knowledge of the reasons behind certain wiring installations.

Competition in the elevator business is, of course confined to the other elevator companies Some of the elevator installations presently under way by the Bagby Company are located in Russell Mills, in Alexander City, Alabama; the Baugh Infirmary, in Decatur, Alabama; and the Vice Infirmary, in Meridian, Mississippi.

These buildings are new ones, but often elevator work requires the installation of elevators in the remodeling of old buildings, jobs which have special problems of their own.

As a team, the Bagby's find that their present organization works well. Milton's business administration training and experience is valuable in compiling the cost breakdowns on the different phases of the business, and A. P., Jr.'s engineering education fits in well with the A. P.. Sr.'s long experience.

Power Company Plans Dealer Cooperation

(*Continued from page 45*)

booklet, "For Our Dealers" was distributed.

The new booklet gives a detailed description of the new program, and the part the company will take in helping dealers to boost their sales. It places the following company services at their disposal: sales promotion and advertising staff, dealer service representatives, home service representatives, rural service representatives, commercial service representatives and industrial sales engineers. These employees of the company will stimulate, with mass selling and individual calls, the sale of all types of electric and gas appliances and equipment by all its sales allies.

The plan sets up a long range program for the company which calls for the reinstitution of the monthly dealer publication, "Profit Builder".

Texas City Rewired After Disaster

(*Continued from page 43*)

years to finish that job."

The Texas City disaster, from the contractor's point of view, developed little that could be of benefit to the industry, according to those who did work there. There was no time to develop short cuts or new methods.

The wiring job will be spread over a long period of time because, as homes or business or industrial establishments are rebuilt or replaced, new wiring and wiring devices must be installed.

Contractors were more willing to talk about the prompt co-operation of the General Electric Company and for this firm the electrical industry as well as everyone else in the Texas City area have nothing but praise.

General Electric promptly made available for Texas City, 185 miles of cable, 37,000 feet of rigid conduit

PRECISION BUILT

CUTOUT BOXES
JUNCTION BOXES
WIRING TROUGHS
TELEPHONE CABINETS
WEATHER-PROOF CABINETS
WEATHER-PROOF SEAM WELDED JUNCTION BOXES & FLOOR BOXES
PEDESTALS & FLOOR BOXES
TRANSFORMER CABINETS
SPECIALS TO CUSTOMERS REQUIREMENTS

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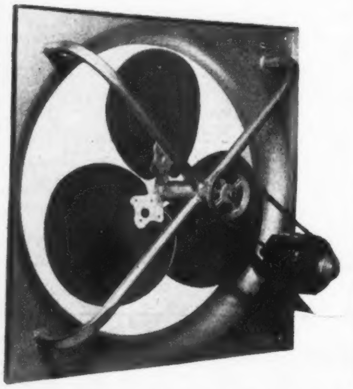
METAL FABRICATING SPECIALISTS

B&C METAL STAMPING CO.

95 PIEDMONT AVENUE, S. E. ATLANTA, GEORGIA

Here's Another
Standard Electric
Bargain

30-Inch Belt Drive
ATTIC and
VENTILATING
FAN



Regular list price $125

Now Only $25

(with belt & pulleys less motor)

Complete with motor $46

LOOK---

At These 7 Features

- 6,070 cu. ft. of air per min.
- Sealed precision ball bearing
- Heavy one-piece Venturi frame
- 36" x 36" outside diameter
- All arc welded, not bolted or spot welded
- Polished aluminum blades
- Heavy tubular support

Orders Shipped
Same Day As Received

STANDARD ELECTRIC
MANUFACTURING CO., INC.
WEST BERLIN, NEW JERSEY

and thousands of electric outlets, outlet boxes, fuses, switches and switch boxes, lampholders and miscellaneous electrical fittings. Within three days after the order had been received from the G-E Supply Corporation, in Houston, ninety per cent of the shipment, or four freight cars full, was on the way to Texas City.

This material was immediately made available to contractors on the job in Texas City.

To facilitate the work of distributing cable, conduit and wiring devices among the various contractors, General Electric in Houston placed a man in Texas City to supervise allocations and to make sure that the valuable equipment went only into relief jobs.

But there were no instances of diversion, although the G-E man did find it necessary to sometimes cut down allocations. This was done because it was considered possible that in the excitement of the emergency, orders might have been placed for more material than was actually required for the job. And the check rein on the flow of supplies was a guard against too rapid depletion.

From comments gathered in Houston, Galveston and Texas City, General Electric performed one of the fastest and fairest emergency supply jobs on record.

Electrical Wiring Comes Out of Hiding

(Continued from page 41)

ter round—can be mounted on top of a baseboard with the prongs slipped down behind to hold it secure.

When the man of the house creates a hobby or workshop, the need for a flexible and accessible wiring distribution system is again evidenced. A small surface raceway is mounted on the wall behind the work bench or power tools. A variety of electrical outlets can be quickly installed in this duct so that from this single source of wiring, power may be supplied to the workshop tools, and current to the illuminating fixtures.

With a quick removal of the snap-on cover, changes in wiring can be easily made as new tools are added or larger motors installed.

The growing acceptance of surface raceways has made many people forget their original application. In the beginning, surface raceways were just additions to existing wiring. Their main purpose was to correct and extend the service facilities of an inadequate concealed system in an inexpensive manner.

Surface raceways continue to perform this needed fuction. Their utilization has been claimed most satisfactory and quite economical.

With wiring coming out of hiding to meet the growing demand for easy-to-get-at wiring systems, many of us will live to see the day when surface raceways may replace the majority of buried wiring in buildings to be constructed in years to come. Then the cycle will be completed and wiring be again close at hand, accessible, flexible, economical to install and easy to maintain.

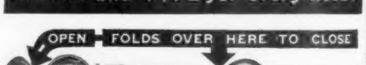
Modernizing With Light

(Continued from page 27)

sections to provide access to lamps above.

Fluorescent lamps have expanded in variety to satisfy their widening application in such general lighting as well as in display lighting. There is now a wide range in lengths, shapes, tints and colors, and light output. Newest are the Slimline lamps—longer, thinner, instant-starting, with a range of brightness highly adaptable to modern streamlined luminaires. They have the highest efficiency of all fluorescent sources.

FOLDING DOUBLE CUPPED
★ WASHER LUGS ★
A SIZE and TYPE *for every need!*


OPEN
FOLDS OVER HERE TO CLOSE

NO SPECIAL TOOL REQUIRED

WRITE FOR BULLETIN 8-DF
K&H
KRUEGER & HUDEPOHL
Solderless Terminal Lugs and Connectors
VINE AT THIRD—E.S. • CINCINNATI, OHIO

Lighting equipment manufacturers are working to keep in step with the many new developments in light sources, developing luminaires that capitalize the particular properties of both fluorescent and filament lamps for real store lighting modernization.

Louvered spotlights mounted in adjustable-angle gimbals may be integrated in the lines or patterns of fluorescent luminaires to form a highly functional ceiling system combining general and "punch" illumination.

Shelf displays need special attention for what they can contribute to a livelier, more interesting perimeter, as well as for easy visibility of detail. Here, various means for vertical lighting may be employed without glare. For example, the overhanging valance concealing a row of fluorescent lamps is employed by many stores.

With the smaller-diameter Slimline fluorescent lamp in a small reflector, serving as the nose of the shelf, brightness for the merchandise is provided on the individual shelves. Illumination in glass-covered cases reduces the obscuring effect of reflections in the glass and, in effect, bring the goods closer to the customer.

Combining several lighting components in one display case, the hat bar shown here illustrates functional application of light.

General basic illumination is provided by fluorescent Slimline in a reflector behind the valance.

Attraction lighting comes from a spotlight which directs attention to a particular hat.

To facilitate *appraisal,* another reflector is built in to light the top of the hat as the shopper tries it on before the mirror. Since she concentrates her appraisal first upon her face and judges the hat by its relation to her own looks, illumination flattering to the complexion is directed to her face from a prismatic glass panel. Supplementary light emanating from a circline lamp behind the mirror helps to make the experience of trying on hats both comfortable and pleasant.

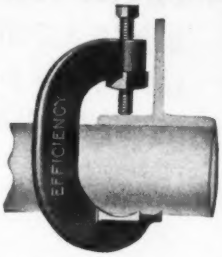
A touch of pink at the right creates an *atmosphere* of feminity.

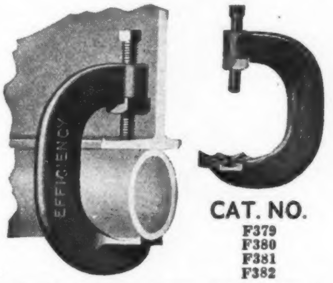
Show window or feature displays occupy valuable space in a store and are designed to sell, by presenting merchandising ideas convincingly. The display artist constantly strives to create new, striking, and distinctive displays. To do this, he needs to have at his command a flexible lighting system, so responsive to his creative talents, that he can adapt it with a minimum of effort to display that vary in design and arrangement. The demonstration at Nela Park, illu-

"EFFICIENCY" DEVICES FOR CONDUIT AND CABLE SUSPENSION

EFFICIENCY CONDUIT HANGERS
for
INDUSTRIAL CONSTRUCTION

- **The most practical and widely adaptable hanger ever devised for supporting conduit or armored cable on open steel construction. Will carry pipe at any angle to beam.**





Highest grade malleable iron, guaranteed against breakage. Set screw, cup pointed, tightened by free nut, plus 5-point radiating ridges of gripping surface holds pipe on true mechanical principle, guaranteeing a solid, non-slip support.

Write today for your copy of EFFICIENCY Catalog No. 38B.

CAT. NO.	FOR PIPE AND CABLE SIZES
F379	For armored cable
F380	For ½" and ¾" conduit
F381	For 1", 1¼" and 1½" conduit
F382	For 2" and 2½" conduit

Efficiency
ELECTRIC AND MANUFACTURING CO.
EAST PALESTINE, OHIO

MANUFACTURERS OF EFFICIENCY ELECTRICAL DEVICES FOR CONDUIT, WIRE AND CABLE SUSPENSION

Do you REPAIR ELECTRIC MOTORS?

IF SO—WRITE NOW for the new
HARCO 1947 CATALOG
of complete up-to-date information on all makes of ELECTRIC MOTOR PARTS, BEARINGS BRUSHES, CAPACITORS COUPLINGS and PULLEYS

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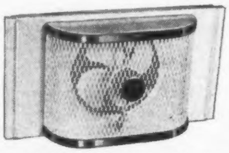
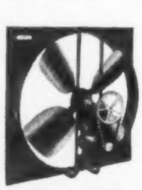
CHECK THESE BERNS AIR-KING ADVANTAGES for the SOUTHERN MARKET

☐ Beautiful in Design
☐ Rugged, More Durable
☐ Quiet in Operation
☐ Economical Operation
☐ Low in Cost



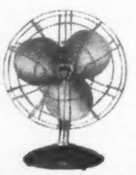
✓ **PORTABLE ADJUSTABLE WINDOW VENTILATORS**

Highly efficient, unusually handsome, yet priced to sell for less than ever before! In 10", 12" or 16" sizes . . . each adjustable in width from 24" to 36". Quiet, powerful operation. In gleaming white enamel or rich mahogany finish. Complete with plug and cord. 1 year guarantee.



✓ **BELT DRIVEN EXHAUST FANS**

Perfect for attic, industrial and commercial purposes. Rugged, sturdy, heavy guage steel construction with heavy duty standard make motor. Moves tremendous quantities of air. Priced to sell. In sizes ranging from 24" to 48".



✓ **SHORT PEDESTAL CIRCULATOR**

The handsomest air circulator you've ever sold! Powerful sleeve bearing resilient mounted motor quietly delivers circulated air in huge quantities for office, store, home or factory. In smart wrinkle finish with chrome guard and trim.

EXHAUST FANS • AIR CIRCULATORS
BLOWERS • BELT DRIVEN FANS

BERNS AIR KING

Formerly Berns Specialty Mfg. Co.

BERNS MFG. CORP.
2278 ELSTON AVE. CHICAGO 14, ILL.

stated here suggests one of the ways of providing such flexibility.

The amount of attention a show window can produce from passing traffic is largely related to its overall brightness. The window must compete with the many distractions which people experience in street traffic.

Lighting planned to move merchandise may be demonstrated in this Specialty Shop at Nela Park. The basic general *appraisal* illumination may be set at any one of several steps from 30 to 120 foot-candles from fluorescent sources, or at 35 foot-candles with filament lamps; or combinations may be made of the two.

How Will You Finance Installment Sales?

(*Continued from page 36*)

to do is go in his local utility office and look over the accounts. This is doubly easy for Pritchard, for he had been a member of the Winchester municipal power board—and the office of the power company is right next door to his showroom.

Samples of the payments from the chart of "The Valley Company", one name under which the bank is operating its financing plan, show that on a $100 unpaid balance to be paid off in 12 months, the payments are $8.84 monthly, with a total of $106.08 to be paid back to the bank, or on this schedule, an interest rate of slightly more than 6 per cent. The rate grows smaller as the time of payment grows larger and the amount of unpaid balance is larger.

Some dealers have attempted to make money on their financing by handling it themselves, but Pritchard believes this is more trouble to the independent dealer than it is worth, because, he says, "I am in the selling business rather than the lending business."

The long-term expansion of the electrical industry will hinge on just such an operation as adequate, cheap, and easily administered financing plans, Pritchard believes, and he prefers the long steady income to the "get rich quick" philosophy. Credit is the basis of economics to him, and it affords a higher standard of living through keeping capital at work, rather than having it tied up in fixed assets.

Dealers, utility men, and others in positions of responsibility will be benefitting themselves and the industry if they will work for well-organized, reliable, and easily administered plans for financing installment buying of appliances.

How to Sell The Farmer

(*Continued from page 33*)

examine major appliances, Doughty also sells electric boilers, lightweight irons, table fans and insecticides. He uses these items as leaders and will follow up a sale of one of these articles with an effort to sell a larger order a few weeks later. Doughty has found that farm customers display little interest in "gadgets" or novelties and he therefore makes no attempt to sell them on run-of-the-mill devices which are now crowding the market. He has found, however, that if a farmer or farm wife sees something in his store that appeals to them they will buy it almost immediately. On several occasions he has sold appliances worth several hundred dollars to persons who have been in his store but a few minutes.

Doughty pays Poe, his principal outside salesman, a straight commission on all sales, which he receives each Saturday. On installment orders the commission is received after the second payment is made. Poe spends about 80 per cent of his time away from the store and employs

QUIK-LABELS
CODE CARD SYSTEM
Removable Self-Starter Strip exposes ends of Labels for you to peel!
DON'T PICK. USE SELF-STARTER STRIP TO PEEL LABELS.
QUIK-LABEL Code Card System
FREE SAMPLES
1 PEEL
2 APPLY
3 IDENTIFY
LIKEWISE ON FLAT SURFACES
*Patents Pending

QUIK-LABELS
Mark Your Wires Faster

QUIK-LABELS code Wires, Leads, Circuits, Relays, Parts, etc., faster and cheaper. • Pre-cut to exact size, QUIK-LABELS come on handy cards. • Ready to use, they stik-quik without moistening, replace slow and costly string tags, roll tapes, decals, stencils, metal tabs, etc. • Silicone plastic coated to resist dirt, grease, abrasion. • *Self Starter Strip automatically exposes ends of Labels for you to grasp instantly—no more finger-picking. Write for Folder and FREE Sample Cards

W. H. BRADY COMPANY
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Manufacturers of Self-Sticking Tape Products
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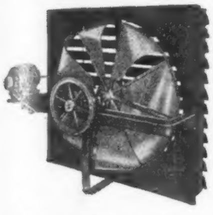
Factory—Chippewa Falls, Wisconsin

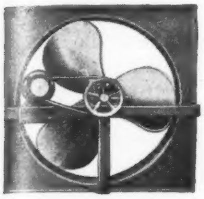
Here's How to Lick that Hard Ventilating Job!



Sizes 18" to 72"

MARTIN
Bucket
EXHAUST FANS

for industrial plants and various installations where abnormal ventilating requirements exist such as . . .
- Stagnant Air
- Excessive Heat
- High Humidity
- Chemical Fumes
- Severe Smoke.



Sizes 24" to 72"

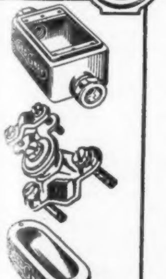
MARTIN
Utility
EXHAUST FANS

A sturdy fan to fill a variety of needs. For homes . . . for commercial and light industrial uses.

Write for information.

MARTIN Fan & Blower Co.
4632 West 21st Place Chicago 50, Illinois
Lawndale 8474-5-6. Long Distance Olympic 5252

A faster, cleaner job because GEDNEY FITTINGS...FIT!



Good workmanship in fittings shows up in good workmanship on the whole job. That's why GEDNEY puts *quality* into every fitting and conduit body stamped with the GEDNEY name.

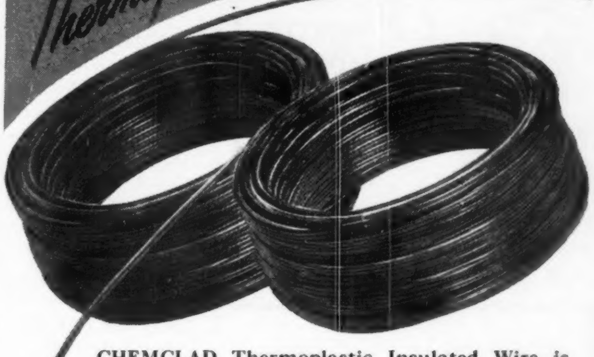
★ HIGH GRADE MALLEABLE IRON
★ CLEAN CUT THREADS
★ PERFECT ALIGNMENT
★ SMOOTH FINISH-INSIDE AND OUT
★ CAREFUL INSPECTIONS

This extra care that goes into making Gedney fittings adds up to more satisfactory and more profitable wiring jobs for you.

ASK YOUR WHOLESALER!

GEDNEY ELECTRIC CO.
RKO BLDG., RADIO CITY, NEW YORK 20, N. Y.

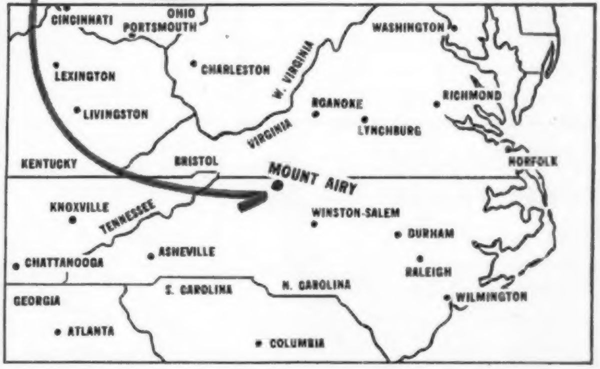
CHEMCLAD*
Thermoplastic Insulated wire



CHEMCLAD Thermoplastic Insulated Wire is made of highest quality materials and is produced to meet rigid specifications. Underwriters approved. Types T, TW, TF, TFF, POT and thermostat multiples are now in regular production. Contact Representative for Virginia-Carolina, Paul Sherill, P. O. Box 38, Greensboro, N. C., or Southeastern Representative, Henry W. Clower, 375 Whitehall St., Atlanta 3, Georgia. Southern distributors are offered the twin advantages of dependable performance and quick service in the purchase of CHEMCLAD Thermoplastic Insulated Wire.

Write for your copies of our regularly mailed stock list.

LOCATED TO SERVE YOU FIRST AND BEST . . . IN YOUR OWN SOUTHLAND



CINCINNATI
OHIO
PORTSMOUTH
WASHINGTON
LEXINGTON
CHARLESTON
W. VIRGINIA
ROANOKE
RICHMOND
LIVINGSTON
LYNCHBURG
VIRGINIA
KENTUCKY
BRISTOL
NORFOLK
MOUNT AIRY
KNOXVILLE
TENNESSEE
WINSTON-SALEM
DURHAM
CHATTANOOGA
ASHEVILLE
RALEIGH
GEORGIA
S. CAROLINA
N. CAROLINA
WILMINGTON
ATLANTA
COLUMBIA

*REG. U. S. PAT. OFF.

CAROLINA INDUSTRIAL PLASTICS CORP.
CHEMCLAD *Plastic Products*
MOUNT AIRY, NORTH CAROLINA

DO IT EASIER
with
IDEAL TOOLS!

"E-Z" HAND TYPE STRIPPER and CUTTER

Triple action—clamps wire, cuts insulation and strips fast and clean, all at once. For stranded or solid wire. Blades replaceable. Eliminates wire waste.

FISH TAPE, REEL and PULLER

Three tools in one. Speeds wiring, saves tape. Gives workmen complete control—keeps tape reeled up, enables him to avoid contact with "live" parts. Prevents slippage, kinks, bends, breaks.

CABLE RIPPER

For use on non-metallic sheathed duplex cable or lead-covered cable. Cuts cleanly, quickly, easily—simply squeeze onto cable and pull. Gives long service.

"SAFE-T-GRIP" FUSE PULLER

No slip!—"finger fit" assures positive grip. Eliminates danger in replacing cartridge fuses by hand.

Write for detailed information on these money saving tools.

IDEAL INDUSTRIES, Inc.
Successor to Ideal Commutator Dresser Co.
1017 PARK AVENUE • SYCAMORE, ILL.

IDEAL *Distributed Through*
AMERICA'S LEADING WHOLESALERS

about a third of this time contacting farmers.

About 50 per cent of rural purchases are made through installment procedures. Thus far, credit losses have been negligible.

Doughty himself spends about a fourth of his time calling on rural prospects and covers a 50-mile area extending into western Alabama. He knows a large number of the farmers personally and this association has proven invaluable in making sales. He makes a point of attending church suppers, weddings and family reunions and contributes regularly to rural subscriptions.

Ed Doughty has been in the electrical supply business over 15 years. Four and a half of these were spent in Columbus. Previously he operated a similar store in Fayette, Ala. His present modern store was completed in 1946 and represents the latest in up-to-the-minute store design and beauty. Together with lawns, the establishment occupies an entire city block.

Merchandise and Store Diversification

(Continued from page 29)

cords to complete classic albums. Joe and Milton (neither of whom, incidentally, can carry a tune) are known as two of the best record men in the St. Louis area, and have worked out an advertising program which provides a "check list" whereby customers need merely pencil-check the records they want, tear out a newspaper ad, and toss it on the counter at any Rothman store for service.

All personnel in every store are "specialists" with five employees in the drive-in service shop on Washington, three salespeople in the Grand Avenue store, four in the Delmar Avenue store, and four more in the downtown location. The Rothman brothers hold a monthly sales meeting throughout the organization, and lunch together daily to keep tabs on the market.

The "chain setup" proved sufficiently attractive to appliance manufacturers so that Rothman and Appliance Company was able to land franchises with several outstanding name-brand manufacturers. Each store goes "all the way" from inexpensive small appliances to the most deluxe large items, including radio-phonograph combinations, largest size refrigerators, home freezers, etc.

Chain operation has shown unusual advantages, according to the brothers. For one thing, instead of "outside selling" by specialty men, the Rothmans feel that they have gotten away from this necessity altogether. "Our floor men stay in the store, secure in the knowledge that they are close to the type of prospect for whom the store was built," Mr. Rothman said. "Because of neighborhood convenience, plenty of parking space, etc., we don't plan to send outside sales crews out except in dire necessity. To attract prospects, every store is tailored to its specific locality, and as soon as possible, will again offer time-payment minus carrying charges—which we have always found is a powerful sales weapon. Our service shops build good-will, and smart, modern stores are always traffic builders."

Contiguously with spreading out over the city, Rothman Radio and Appliance Company has built up a program of equally diversified newspaper advertising. Where at one time, classified advertising carried the brunt of the selling job, colorful display advertising, all single-theme types, are doing the job today. Running from three to four display ads per week in leading St. Louis newspapers, Rothman Radio and Appliance Company budgets well over the standard 3% of gross volume for the purpose.

Automatic
ELECTRIC PRODUCTS

TIME SWITCHES
Ruggedly constructed *Automatic* Switches have visible dial in tamper proof compact cabinet . . . pure silver contacts . . . 2 to 24 "on" and "off" operations. For any load . . . for every installation an *Automatic* time switch or Interval Timer will deliver superior performance.
Synchronous or Manually Wound

FLASHERS
Automatic heavy duty, motor driven Flashers available in circuit arrangements for every conceivable effect. Pure silver contacts. Models for any load or purpose.
Alternates Chasers Spellers

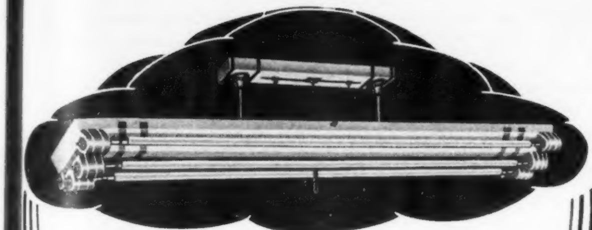
RELAYS
Automatic manufactures a complete line of dependable relays for industrial, business machines, radio, electronic and many other uses . . . open, or can type with tube-base, plug-in features.

Consult our Engineering Department
In Switches, Flashers and Relays where dependable performance is paramount, look for the "Diamond Seal for Diamond Quality".

WRITE FOR SPECIFICATIONS AND INFORMATION TODAY

WRITE TODAY!

AEMCO
Automatic Electric MFG. CO.
52 STATE ST., MANKATO, MINNESOTA



'THE PRESIDENT'

Just one of several beautiful 8 ft. models of our

Cold Cathode Fixtures...

TWO AND FOUR LIGHT
INDUSTRIAL 8 FOOT FIXTURES
ALSO AVAILABLE FROM STOCK.

SEND FOR OUR NEW COLD CATHODE FIXTURE AND PARTS CATALOGUE.

Standard NEON SUPPLY CO. INC.

BOX 2543, MEMPHIS 3, TENN. Phone 8-7112
Neon and Lighting Headquarters in the South.

PARTS

FOR

MOTORS
FANS
CONTROLS

PROMPT SHIPMENT FROM LARGE STOCKS

AUTHORIZED PARTS DISTRIBUTORS

Brown-Brockmeyer
Century
Cutler-Hammer
Delco
Diehl
Duro
Emerson
General Electric
Hamilton-Beach
Holtzer-Cabot
Howell
Hunter
Ilg
Leland
Marathon
Master
Peerless
Robbins & Myers
Star
Thor
Wagner
Westinghouse

READING ELECTRIC COMPANY, INC.

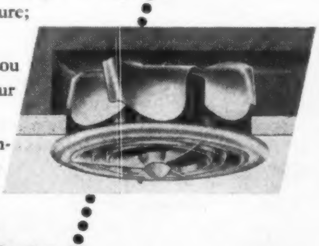
Parts Distributors for the Manufacturer

200 William St. *Barclay 7-6616* New York 8, N. Y.

DON'T OVERLOOK THIS

THERE'S a big, new market ready for Contractors who point out the benefits of Blo-Fan ventilation in the bathroom. Almost every housewife knows she wants a fan to keep her kitchen free from smoke and odors, but she may not know that Blo-Fan ceiling ventilators keep the bathroom fresh and free from steam and odors at a cost low enough to fit even a modest budget.

Tell her how little a Blo-Fan costs...how easily it roughs in between the ceiling joists with no special preparation...how it keeps the walls and mirrors free from moisture; cuts redecorating expense.



Watch your profits rise when you have Blo-Fans included in your residential contracts.

Write us for the names of franchised Blo-Fan distributors in your neighborhood.

Blo-Fan

PRYNE & CO., INC. LOS ANGELES 54
SAN FRANCISCO • CHICAGO • NEW YORK

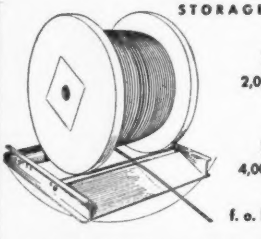
TO REEL OR UNREEL THE EASIEST WAY

WHATEVER YOU USE ON A REEL . . .
WIRE, CABLE OR ROPE. SAVE TIME AND LABOR WITH

ROLL-A-REEL

Portable
Lightweight
Slanted front
Positive front lock
No jacks needed
Adjustable slots for many widths

TAKE IT TO REEL, STORAGE OR JOB



Style A:
2,000 lbs. cap.
37.50

Style B:
4,000 lbs. cap.
75.00
f. o. b. Cincinnati

ASK FOR DETAILS IMMEDIATE DELIVERY

ROLL-A-REEL
327 WEST FOURTH STREET
CINCINNATI 2 OHIO

Be Prepared . . .

DON'T RUN OUT OF BRUSHES!

• • HELWIG • •
MOTOR BRUSH KIT
—No. 12—
HELWIG SPEER

You don't have to order a complete Helwig Brush Kit every time your supply of a popular brush is exhausted. Simply request the brush number you need from our nearest office. For complete kit information, write for Bulletin 65.

SOUTHERN OFFICES
Atlanta ---- 316 Walton Bldg.; Ja. 6097
*Oklahoma City 323 NW 2nd St., Tel.: 2-6881
Houston ---- 1101 Chenevert; Tel.: P.3747
St. Louis 1913 Washington Ave., Ch. 6510
El Paso -- 708 N. Piedras St.; Main 7845

HELWIG CO., Carbon Products
Makers of Multiflex and Transert Brushes

One of the most effective forms is the "record check list" appearing four times a week, which lists anywhere from a dozen to 30 leading records, each listing accompanied by a "check-box" which makes it simple for customers to indicate the records they wish, and to bring it along when visiting the nearest Rothman store. Literally hundreds of torn-out ads flow over the counters daily, demonstrating that this time-saver is getting results.

Frequent ads carry photographs of Rothman's "symphonic" listening booths, which were built to the brothers' own specifications for maximum comfort and audibility. Record ads, since phonograph records are the No. 1 "calling card", amount to at least 70% of the ad program — a ratio which is bound to change when more appliance stocks are available.

Keeping up the theme of sharp diversification, Rothman's run appliance ads separately, usually concentrated on a single item such as a home washer, refrigerator, range, etc. Seat covers, for example, still bulk large in monthly sales volume, and are advertised frequently. Incidentally, the firm was one of the first appliance sales organizations in St. Louis to go to an advertising agency for working out its campaigns, a policy which has paid dividends from the outset.

As a diversified chain, the Rothman firm's future seems assured. "Our major sales approach is offering a variety to every customer," Mr. Rothman said. "We are encouraging budget payments in all four stores, on the theory that the more often a customer walks in, he more opportunities we have to sell her. We make a file card on each prospect, qualifying them as to possible future purchases, and will use these for direct mail and telephone campaigns. It isn't unusual for us to sell an automobile radio at the drive-in Washington store, and a little later sell the same man a refrigerator or a radio-phonograph combination. On the other hand, record customers at the downtown store can be transformed into automatic home laundry cusomers, etc. When we have the space, we intend to carry even complete package kitchens at our Delmar store to round out the line-up."

Building the sales crew from "scratch", Rothman brothers allowed their salesmen to pick their own compensation plans. Backed up with so large a variety, each picked salary and commission, the latter based on a rising scale as volume goes up. Salesmen who work assiduously at creating "repeat sales," in time, will be among the best-paid in the St. Louis area.

While building the sales organization, the Rothman brothers haven't forgotten the importance of service. Complete radio service shops are maintained at two stores, and arrangements have been made likewise to service every appliance sold. Where trade-ins are concerned, the Rothman brothers plan to transfer these to furniture resale houses, unless the appliance is in exceptionally good shape.

One policy which won recognition and made a lot of friends for Rothman Radio and Appliance Company is the fact that most trade-in radios are thoroughly reconditioned, and given to military veterans hospitals. Rather than "junking" these, Rothman stores send them out to nearby hospitals, with the instruction that bed-ridden veterans use three of the radios and keep one in reserve. "I think this is a plan which electrical dealers over the country should emulate," Mr. Rothman said, "Since it is certainly no hardship on the dealer, and makes life a little more pleasant for the boys who won the war."

The sale of kilowatt-hours to residential customers increased 12.8% in 1946 over 1945. Sales to rural customers increased 20.8%.

Subox
ANTI-CORROSIVE PAINT
Subalox
LEAD & ALUMINUM PAINT
Simplify Maintenance
Give Maximum Protection
Subox, Inc.
NORTH ARLINGTON, N. J.

WANTED

Salesman for Georgia and Tennessee with Manufacturers representatives of leading lines. Permanent and good income assured with pleasant connection. Territory already established. Write giving past experience and complete information. Box 619, Electrical South, Grant Building, Atlanta, Ga.

Wanted
TRANSFORMERS
REGULATORS
Must be in good operating condition. Give details and prices.
J. I. Ellman Co.
Chandler Bldg. Washington 5, D. C.

WIRES

"Better Than Ever"

Cords

Cord Sets

Southern Representatives:

W. H. Berry Co., 88 Pryor St., S.W., Atlanta 3, Georgia

Founded 1903

LOWELL INSULATED WIRE COMPANY

LOWELL, MASS., U.S.A.

LOOK TO LOWELL FOR LEADERSHIP

WASHING MACHINE PARTS — ALL MAKES

PROMPT SHIPMENTS

DISTRIBUTORS — Goodrich Wringer Rolls
Gates Belts
T-K Range Parts

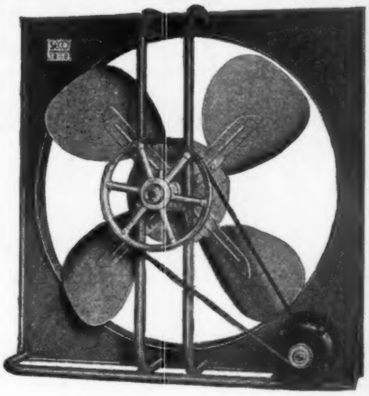
Trible's Inc.

Electrical Appliance Parts

811 9th St., N. W. Washington 1, D. C.

SECO BELT DRIVEN **COOLING FANS**

Better than ever



Its simplicity of design permits easier installation in Walls, Attics, or Penthouses.

SECO Fans deliver a maximum volume of air at slow speed, with extreme quietness.

...ideal for
ATTICS
SCHOOLS
CHURCHES
and for
Industrial Installations

24", 30", 36", 42", 48".
(3800 to 18,500 C.F.M.)

Write for Illustrated Bulletin, Specifications & Prices.

Contact your nearest Distributor or write

SECO-LITE MANUFACTURING CO.

4916 EASTON AVE. • ST. LOUIS 13, MO.

Handbooks of Adequate Wiring

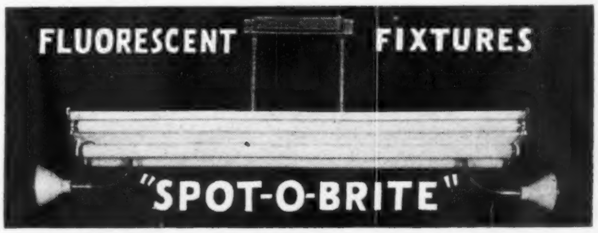
Two Valuable Booklets available with Electrical South.

"Handbook of Residential Wiring Design" and "Handbook of Farmstead Wiring Design," summarizing latest authoritative information on adequate wiring systems, may be obtained with a three-year subscription to Electrical South at the special price of $2.50 for a limited time. Send name, address, and remittance at once to make sure of getting your copies.

ELECTRICAL SOUTH

Grant Building Atlanta 3, Ga.

FLUORESCENT FIXTURES



"SPOT-O-BRITE"

The New "SPOT-O-BRITE" Efficient—Economical
A fluorescent fixture with adjustable Spots
Jobbers Wanted
Fluorescent Fixtures for all purposes.

STA-BRITE FLUORESCENT MFG. CO.

226 N. W. Fifth St. Miami 36, Florida

Announcing Our No. 47 Catalog

Beacon Lighting Products. Corp.

announcing our No. 47 catalog now ready. Distinctive lighting equipment, low priced for immediate delivery to our jobbers stocks. Write for your copy today.

It's Hot — It'll Make Money For You

BEACON LIGHTING PRODUCTS CORPORATION

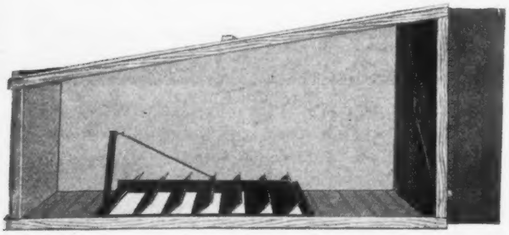
615 North Aberdeen St. Chicago 22, Illinois

Members of the American Home Lighting Institute and the National Association of Manufacturers.

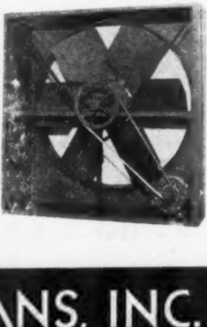
It's More Profitable to Sell

COMPLETE VENTILATING SYSTEMS

Reed "Comfort Cooling" ventilating has everything for complete installations. Every attachment necessary to ventilate complicated industrial jobs to simple home problems is offered with the patented reversible fans. By adding three simple attachments you can display window fans, attic fans, floor fans or commercial exhaust jobs. Sell *complete* ventilating systems. It's more satisfactory in every way. Write today for catalogue, prices, etc.



TEST STATEMENT — Each Reed Unit Fan bears a certified rating label of the Propeller Fan Manufacturers Association. This label certifies that the fan has been tested in strict accordance with the Standard Test Code as approved by the American Society of Heating and Ventilating Engineers. You are sure of getting what you pay for when the fan bears this label.



REED UNIT-FANS, INC.

Manufacturers of Ventilating Equipment

1001 St. Charles Ave., New Orleans 8, La.

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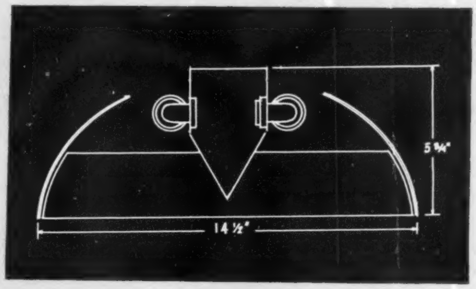
The new Gibson

BILTMORE

FLUORESCENT FIXTURE

NO. 5500

- EASIER TO INSTALL
- EASIER TO CLEAN
- EASIER TO SERVICE
- MORE EFFICIENT
- LOWER PRICED



These Features

Opening in top of reflector permits upward diffusion of light insuring well balanced distribution.

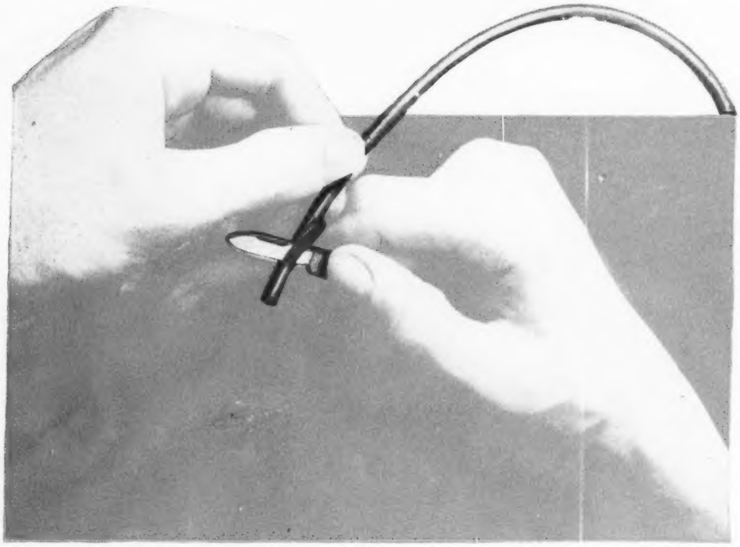
Louvre can be completely removed for easy installation and hinged for servicing. All parts easily accessible, ample knockouts for all types of installation.

Gibson
MANUFACTURING CO.
ATLANTA, GA.

Gibson fluorescent fixtures are sold only through recognized distributors. Write for complete catalogue sheet.

BSON MANUFACTURING CO., 1919 PIEDMONT CIRCLE, N. E., ATLANTA

CLEANEST Strip-act OF THEM ALL



You can try it yourself if you're a skeptic. Notice the clean cut and the free break-away that means a "happy ending" as you strip a piece of General Electric's thermoplastic building wire. Compare the time — and the result — with any other insulation. Then figure it all in *time on the job.*

While you're at it, reassure yourself on the abuse that General Electric thermoplastic will take, back of the stripped end. Twist it! Scrape it! Try to burn it, if you like — General Electric thermoplastic may char, but it will not support combustion.

Of course, the real cost-saving advantages of this modern type of building wire begin to register when you use it on the job. It saves time by pulling easily. It has made possible building wires of small diameter, without lowering insulation standards.

Because General Electric was first in introducing thermoplastic wire, it has always been first in the experience necessary to make the uniform, well-centered, fully tested Types T and TW wires that are attracting new users so rapidly today. You don't have to take our word for it . . . try this modern wire for yourself. Write for a sample — and more facts — to Section W56-824, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.

Thermoplastic

First . . . and foremost
Type T Building Wire

GENERAL ELECTRIC

AROUND THE CIRCUIT with your GE Merchandise Distributor

LOOK AROUND the next time you call on an industrial customer, and you'll notice dozens of uses for heavy rubber-jacketed cords. Notice the variety of electric equipment that requires this type of cord. Looks like good business . . . and it is, both in volume and profit. General Electric makes rubber-jacketed cords in many sizes and constructions. They are built for long service and outstanding performance. We'll be glad to tell you more about them.

HOW ARE THINGS down on the farm? Are you getting your share of the rural electrification jobs? One good way to be ready for them is to check the advantages of BraidX,* General Electric's nonmetallic sheathed cable for new wiring or rewiring. Especially suitable for farm wiring, BraidX resists moisture and the effects of weather . . . retards flame. It strips cleanly and readily, it is easy to install. Available in sizes 14 to 4, with two, three, or four conductors, with or without ground wire.

SPECIAL WIRING JOBS call for wires and cables made for special service. In the big family of General Electric wires and cables, you will find rip cords, shot firing cords, bus drop cables, telephone wire, brewery cords, fixture wires, and dozens of other types for virtually any application. Let us help you pick the right wire for that next unusual installation.

**Trade-mark Reg. U. S. Pat. Off.*